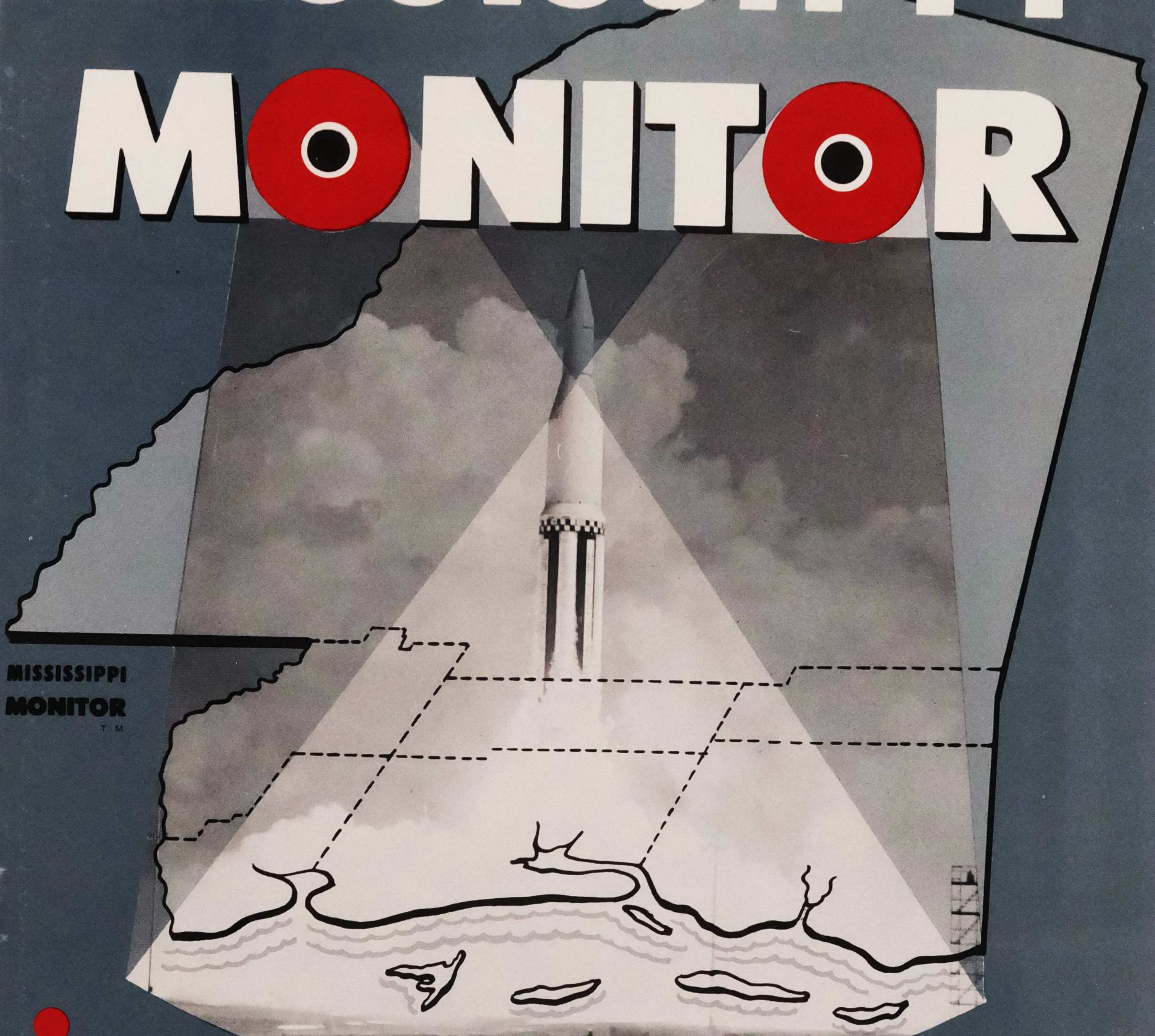
Coast Area
MISSISSIPPI MONITOR


MISSISSIPPI
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3rd Edition
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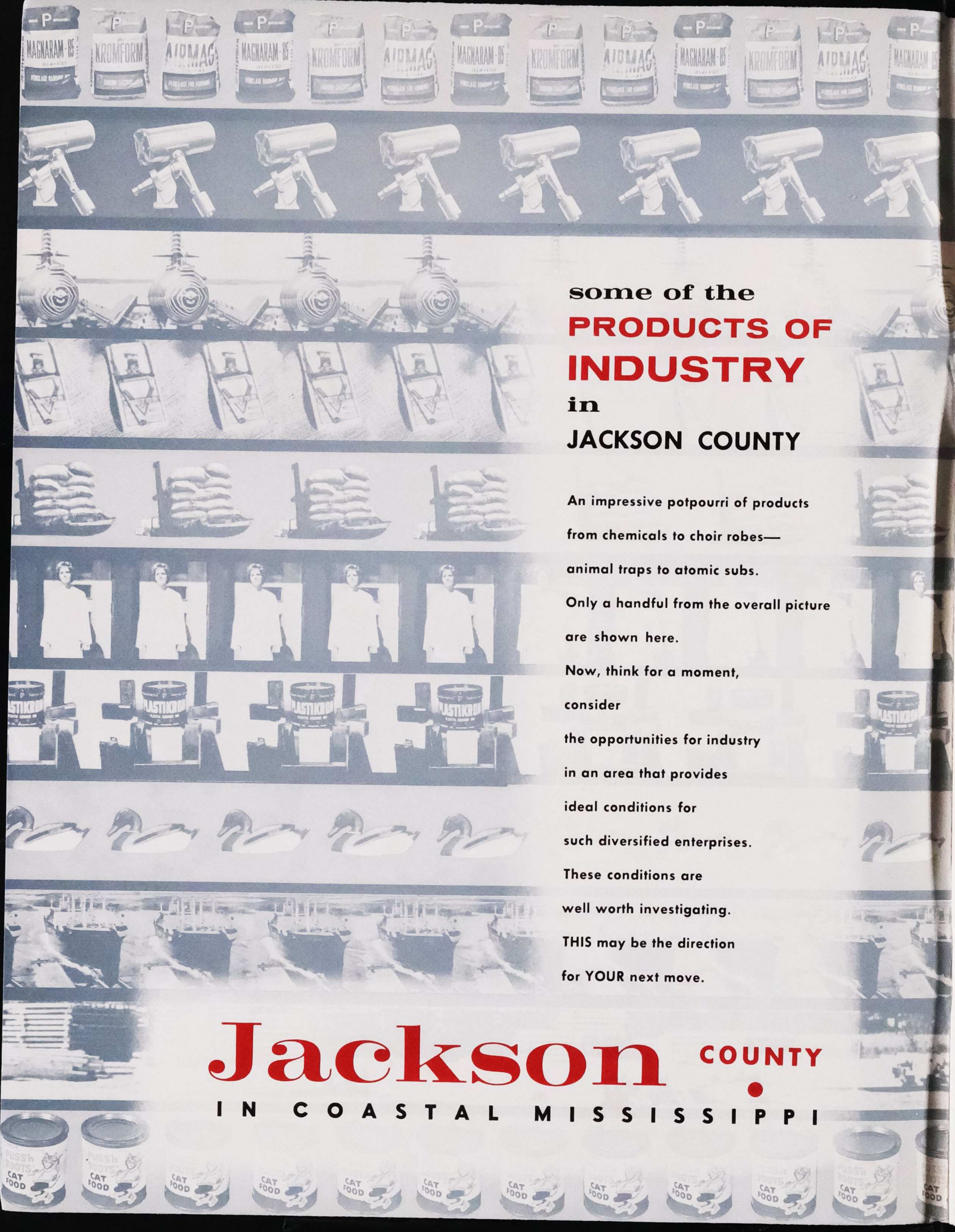
1961-62


MAGNARAM-85
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PLASTIKROM
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CAT FOOD

some of the PRODUCTS OF INDUSTRY in JACKSON COUNTY

An impressive potpourri of products
from chemicals to choir robes—
animal traps to atomic subs.
Only a handful from the overall picture
are shown here.
Now, think for a moment,
consider
the opportunities for industry
in an area that provides
ideal conditions for
such diversified enterprises.
These conditions are
well worth investigating.
THIS may be the direction
for YOUR next move.

Jackson COUNTY

IN COASTAL MISSISSIPPI

20,000 copies printed this edition

National and International Circulation

3rd EDITION

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- Caroline Kiefer
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coast area
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Cover:

The Saturn is our cover picture selection for this issue as it is, at present, a symbol of national and local interest. Booster engines for this rocket will be tested in Hancock County at a site now under construction. This shot, courtesy of NASA, shows a Saturn C-1 rocket leaving the launch pad on its first flight, October 27, 1961.

PRINTING • FRANKLIN PRINTING COMPANY, INC.

Coast Area
MISSISSIPPI MONITOR

1961-1962

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Mississippi's tallest building

Silhouetted against the brilliant blue of sunlit southern skies stands a study in symmetry, a history making symbol of growth for the port of Pascagoula. Located on the west bank section of the harbor, this $4,000,000 grain elevator has a capacity of 2,100,000 bushels. The elevator portion towers 233 feet over the surrounding landscape, making it the tallest structure in the state—a fitting scale for the progress that is evident in Pascagoula—for the picture here is BIG—in construction, production, financial, population, and plans for the future continue the trend with confidence.

the
pulse of
PROGRESS
in coastal mississippi
PASCAGOULA in Jackson county

JACKSON county •

by Caroline Kiefer

POPULATION: 55,522, 1960 Census.

AREA: 744 Sq. Miles, 476,160 acres.

CLIMATE: Average annual 59 degrees, Jan. averages 53 degrees, July averages 81.3 degrees; average number of frost free days 279; average annual rainfall 61 inches.

HIGHWAYS: U. S. 90, State 63, 59, numerous good county roads.

TRANSPORTATION: Railroad, Main Line of Louisville & Nashville, Mississippi Export Railroad running from Pascagoula north to Evanston connecting with the Gulf, Mobile and Ohio. Bus–Greyhound, major freight lines. Airline–Jackson County Airport two miles east of Pascagoula serviced by Southern Airlines, Inc. Water–Deep water ports at Bayou Casotte, Pascagoula and Moss Point, small craft harbor at Ocean Springs.

COMMUNICATIONS: Newspapers, Bi-weekly published at Pascagoula, weekly published in Ocean Springs. Television–No sending station, receptions from nearby stations in Mobile, Pensacola, New Orleans, Jackson. Radio–Installations at Pascagoula and Moss Point. Telephone–Southern Bell.

TYPE OF GOVERNMENT: County Board of Supervisors, elected, one from each five Beats.

TAX STRUCTURE: Assessed valuation, Approx. $42,000,000, Approx. 30% of real value, state and county millage 43.75. Bonded debt, $2,275,000.

SCHOOLS: White 5, Negro 2, white enrollment 2241, Negro enrollment 113.

MEDICAL FACILITIES: Singing River Memorial Hospital, County Health Department, Numerous Clinics.

RECREATIONAL FACILITIES: Hunting preserves, fresh and salt water fishing grounds, golf courses, aquatic sports.

TYPES OF INDUSTRIES: Animal Traps, Decoys, Wood and Pulpwood Products, Boats, Ships, Rigs, Marine Ways, Chemicals, Clothing, Fertilizers, Construction Materials, Seafoods, Processing, Food Containers, Glass, Pottery, Etc., Optical Instruments, Printing, Publishing, Grain Elevator, Oil Refinery (under construction.)

NATURAL RESOURCES: Deep water ports, plentiful water supplies, timber, salt domes, good farming land, products of the sea.

FUTURE PLANNING: Anticipating tremendous industrial development to come rapidly into the county, Members of the Board of Supervisors are considering construction of additional county roads, expanded development by the Jackson County Port Authority, facilities necessary to meet demands of industry, continued development of the Bayou Casotte Industrial Area.

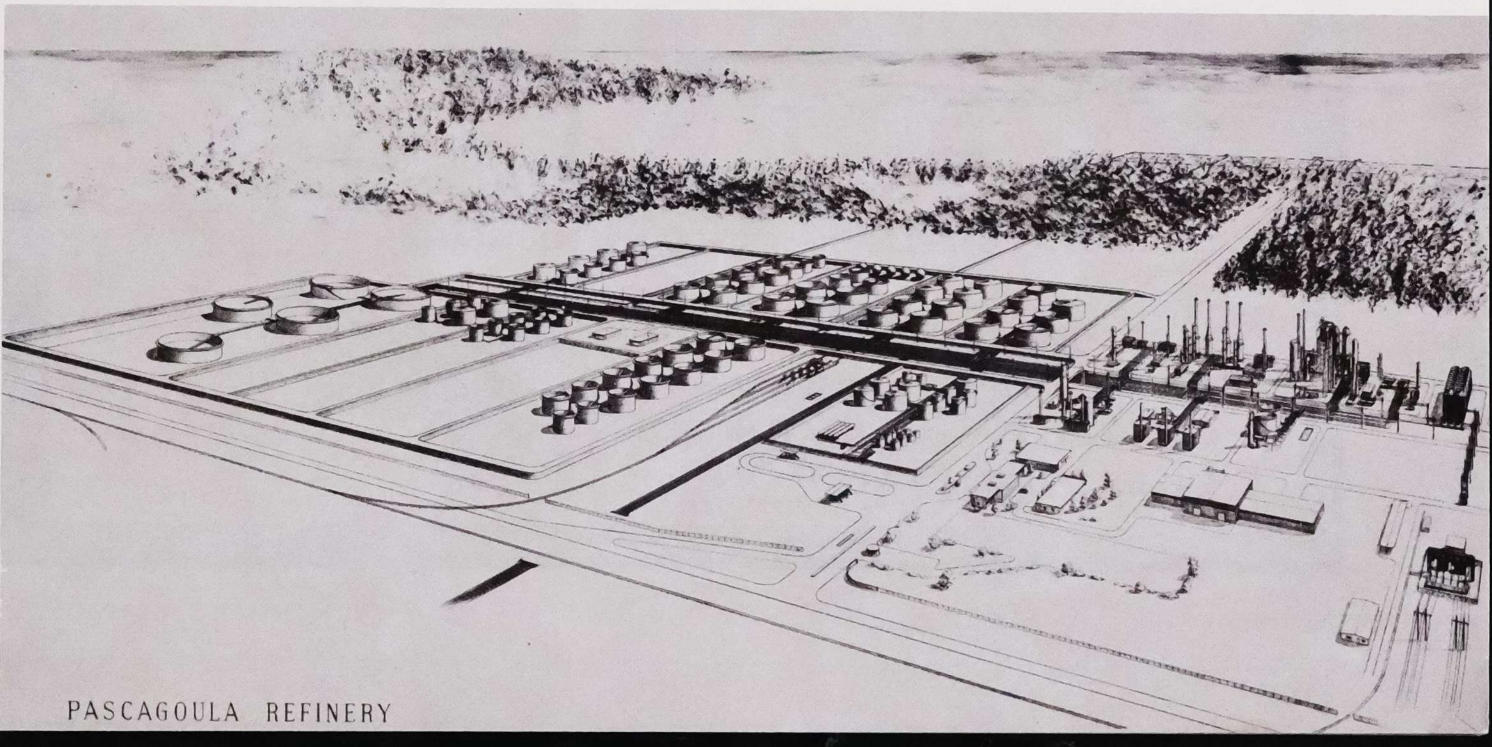
An addendum to the annual report for the 1960 year by members of the Jackson County Board of Supervisors said "projects completed or initiated during 1960 support the county's claim to being the fastest growing county in Mississippi". This statement was incorporated in a news release dated Jan. 15, 1961.

As the months of 1961 have rolled by an even greater accelleration has stimulated the economic impetus which is placing Jackson County in an enviable position. It is garnering the blue chips of industry. The Mississippi State University Business Research Station released information during December that business activity in Mississippi set an all time high during November. Increases by districts revealed the Pascagoula area (Jackson County) up 12%.

Foremost among the coups for the county was securing of Standard Oil's $125 million refinery which is to be located at Bayou Casotte, industrial development owned by the county situated just east of Pascagoula and slightly south of Moss Point. Sites purchased and leased by Standard Oil of Kentucky for the refinery were in the amount of $1,863,770 and constituted one of Mississippi's largest real estate transactions. Ground breaking ceremonies were held Nov. 7, 1961 with Mississippi's Governor Ross Barnett, Jackson County's Board President A. P. Moran, and Standard Oil of Kentucky's President W. P. Smith, Louisville, Ky., spading the first shovels of dirt.

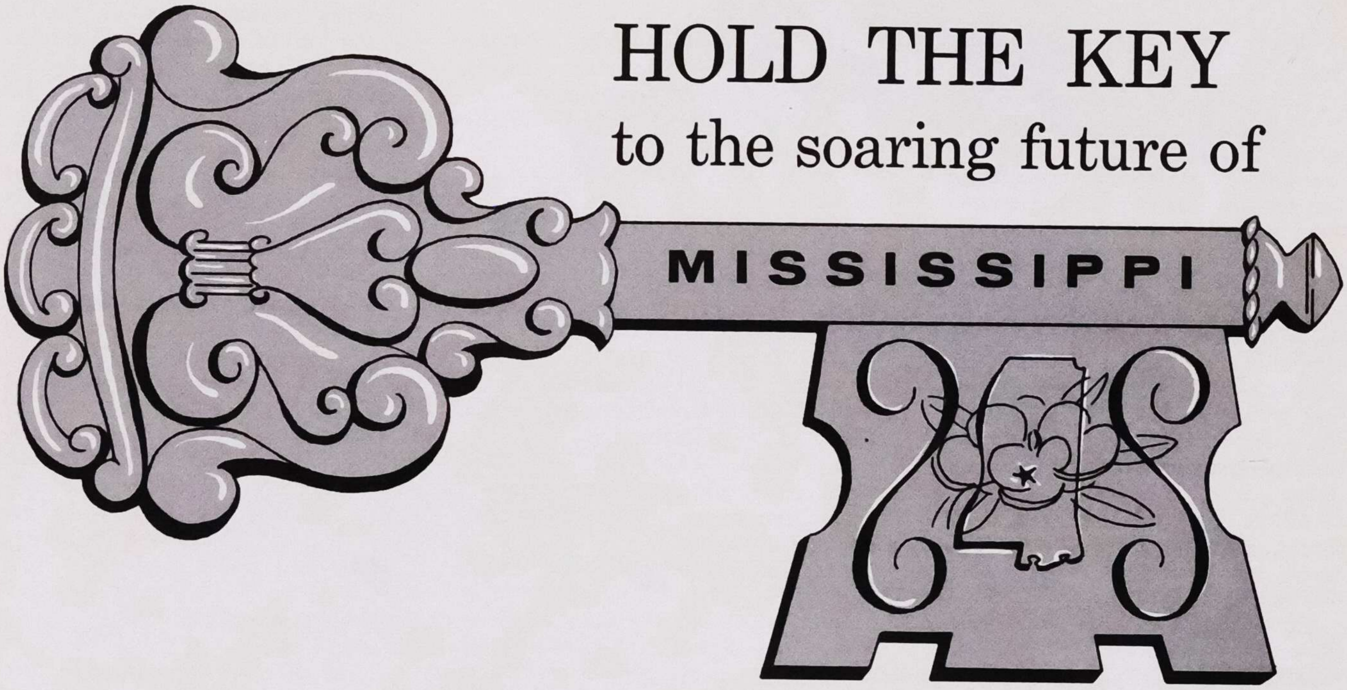
Another feat accomplished during the year was securing regularly scheduled operations from the Jackson County Airport with Southern Airways, Inc. Operations began during July. Connections are provided from Jackson County with major airlines in New Orleans, La., and Mobile, Ala., and service is also available to Jackson, Miss.

New Standard Oil of Kentucky refinery at Bayou Casotte will greatly accelerate the growth of highly industrialized Jackson County.



HOLD THE KEY

to the soaring future of



invest in
*Mississippi Bonds**
State and Municipal

**this TAX-FREE income will build your future faster, too.*

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CARONDELET STREET • NEW ORLEANS, LOUISIANA

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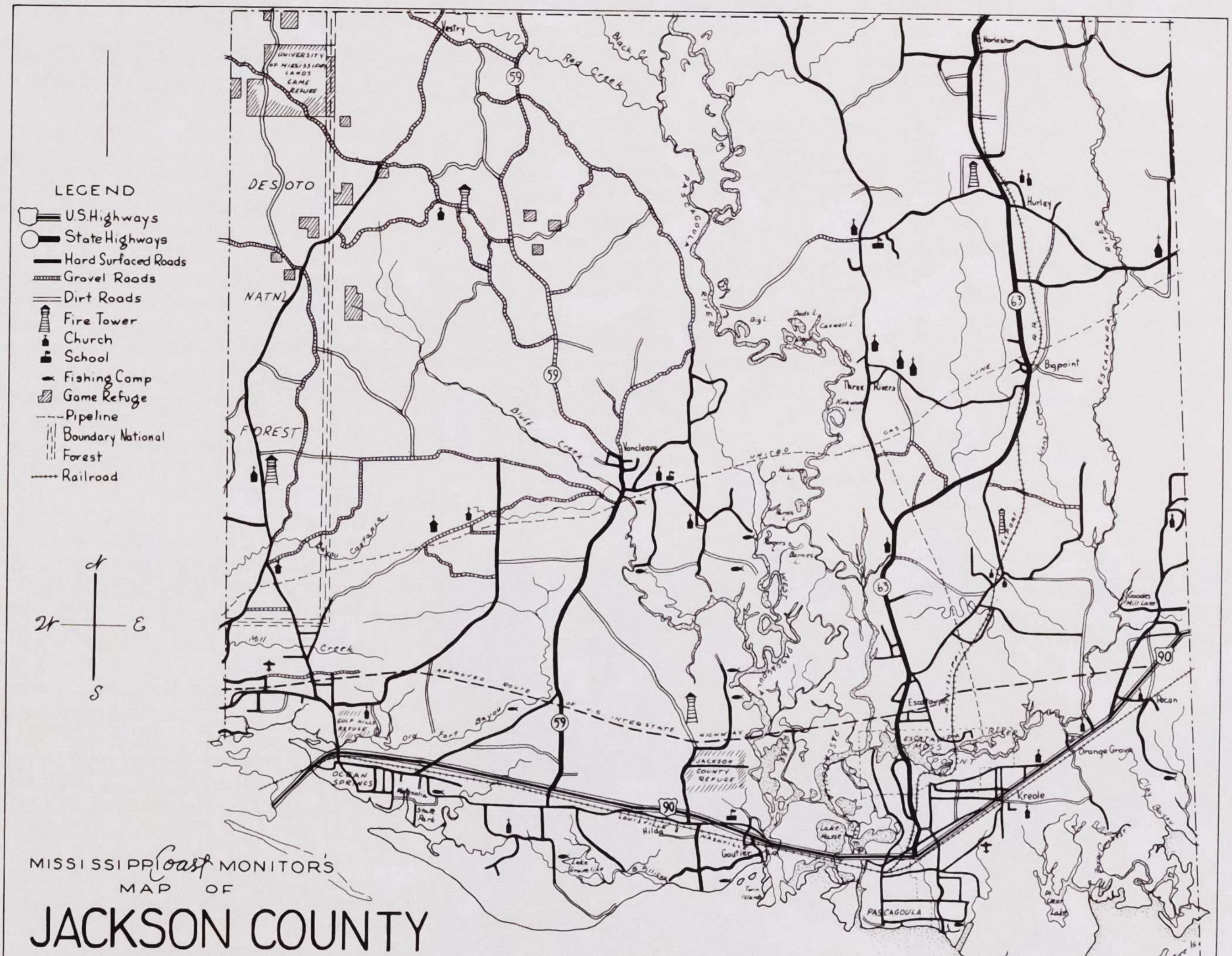
Completion of the $5,000,000 grain elevator at the Pascagoula port is a contributing factor in providing increased employment and port commerce. Other projects which have been completed since this book went to press last year include completion of a $100,000 water resources study by the county and the geological and hydrology division of the U. S. Department of the Interior; construction of two new National Guard Armories at Pascagoula and Ocean Springs; four new health centers; a comprehensive engineering study and publishing of a brochure detailing the advantages and resources of the river port of Moss Point; improvements to the Jackson County Airport to meet Civil Aeronautic Board's requirements, approval of commercial air passenger service, and appointment of an airport commission to operate the airport; creation of a full time civilian defense program; successful staging of a county fair; completion of a new bridge across the Pascagoula River which opened a new east-west artery in the northern part of the county; work on state aid road projects on two vital access roads; completion of an access road from Bayou Casotte industrial area to U. S. 90; opening of the new four lane U. S. 90 highway between Pascagoula and Ocean Springs where a new four lane bridge over Biloxi Bay will be completed during 1962; air conditioning the county court house at Pascagoula; continued cooperation with schools, churches, fraternal, civic, and youth organizations.

The foregoing information, though briefly summarized, will give an insight into the vitality of the leaders of Jackson County. Their strength and determination to forge forward is reflected on all residents who, spearheaded by such forceful representation, respond eagerly and work together for prosperity and improvements.

In monitoring Jackson County in this issue we have dealt primarily with its industrial growth which is of paramount importance. Yet there is another phase of the county which must not be neglected, and that is the wonderful way of life enjoyed by its people. It is doubtful if anywhere in the country can more ideal living conditions be found. Calm and peace predominate, and there is quiet beauty along the winding rivers and numerous bayous; trees are superb with huge trunks and wide spread branches; the air is redolent of wild and cultivated year-round blooming plants. Legends and ghosts from the past stir the imagination, for this is an old land having been claimed by d'Iberville and his band of explorers for France in 1699 and who established during that same year the first permanent white settlement on the Gulf Coast, at what is now Ocean Springs.

In closing we feel the members of the Jackson County Board of Supervisors have, with simple dignity and sincerity, given an appropriate note, and so we quote their request, "all join hands and hearts to continue this great faith in our county, to help new industries which have come our way to catch the spirit of our established industries, to know that their move to our county was a wise and beneficial move, and that unity of thinking and action has brought us to the position we now hold".


LEGEND
U.S. Highways
State Highways
Hard Surfaced Roads
Gravel Roads
Dirt Roads
Fire Tower
Church
School
Fishing Camp
Game Refuge
Pipeline
Boundary National Forest
Railroad
N
W
E
S
DESOTO NATN'L FOREST
University of Mississippi Lands Game Refuge
Vestry
Red Creek
Black Cr.
Pascagoula River
Harleston
Hurley
Bigpoint
Three Rivers
Vancleave
Bluff Creek
Escatawpa
Orange Grove
Kreole
Pascagoula
Gautier
Ocean Springs
Jackson County Refuge
Old Fort Bayou
Approved Route of U.S. Interstate Highway
59
63
90
MISSISSIPPI Coast MONITOR'S
MAP OF
JACKSON COUNTY
MISSISSIPPI
ND 59

JACKSON COUNTY PORT AUTHORITY ●

The Jackson County Terminal Elevator, operated by the Standard Milling Company in Pascagoula, Mississippi, got off to a flying start during its first three months of operation.

Fourteen vessels cleared the elevator during the period October through December 1961, with a total tonnage of 145,000 tons.

During this same period the elevator handled a total of 12,088,643 bushels. Of this amount 2,097,768 bushels were soy beans, a major portion of which originated in Mississippi and nearby Alabama, for a total value of approximately $5,250,000.00. The elevator unloaded 1,827 box cars, 75 barges, and 622 trucks.

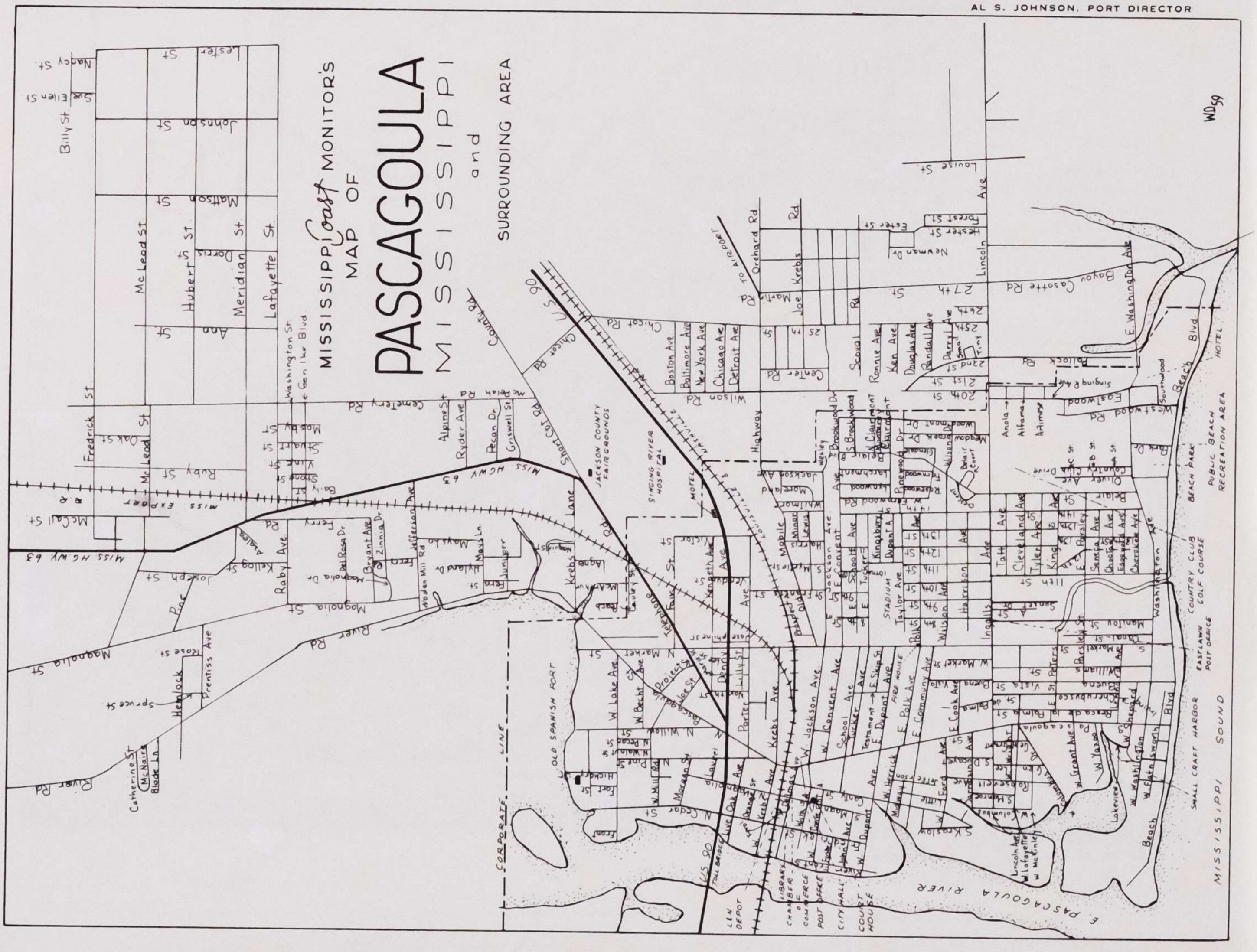
In addition to the elevator tonnage, the Port handled 2,000 tons of flour, 3,000 tons of chemical fertilizer, and 2,000 tons of sugar. This tonnage amounted to $44,100.00 in labor to longshoremen and others in connection with handling of ships.

There are 26 vessels scheduled to call at the Elevator during the first quarter of 1962, with approximately 150,000 tons scheduled to be lifted during the month of January alone. The amount of tonnage moving through the Port far exceeds all estimates made in a feasibility report when Jackson County applied for State Assistance.

The Jackson County Terminal Elevator established a Gulf Coast record on the British vessel WANDBY, the 11,545 ton ore carrier, by loading 271,000 bushels aboard ship in 4½ hours. The elevator again exceeded its estimated capacity of loading of 50,000 bushels aboard ship in 4½ hours. bushels per hour. The WANDBY took a total cargo of 14,200 tons.

The loading of the vessel was interrupted by rain, but according to Captain Churchill, Master of the ship, this is the fastest loading that he had ever witnessed in his experience as a Master in the British Fleet.

AL S. JOHNSON, PORT DIRECTOR


MISSISSIPPI Coast MONITOR'S
MAP OF
PASCAGOULA
MISSISSIPPI
and
SURROUNDING AREA
WD59
E. PASCAGOULA RIVER
MISSISSIPPI SOUND
JACKSON COUNTY FAIRGROUNDS
SINGING RIVER HOSPITAL
OLD SPANISH FORT
CORPORATE LINE
COUNTRY CLUB GOLF COURSE
BEACH PARK PUBLIC BEACH RECREATION AREA
SMALL CRAFT HARBOR
EASTLAWN POST OFFICE
CITY HALL
COURT HOUSE
POST OFFICE
LIBRARY
L&N DEPOT
STADIUM
US 90
MISS HGWY 63
MISS EXPORT RR

PASCAGOULA ●

POPULATION: 1960–17,155.

LOCATION: Facing Mississippi Sound at the mouth of the Pascagoula River. On U. S. 90–45 miles west of Mobile, Ala., 20 miles east of Biloxi –110 miles east of New Orleans, La.

CLIMATE: HIGHWAYS: TRANSPORTATION: UTILITIES: COMMUNICATIONS: (see County).

LOCAL NEWSPAPERS: Chronicle Star–Moss Point Advertiser (Bi-weekly). Daily deliveries from all large nearby cities.

GOVERNMENT: Mayor and two commissioners elected at four year intervals–operating under code charter.

TAX STRUCTURE: state and county, 43.75 mills; city, 20.0 mills; city school, 21.5 mills; homestead exemption 15 mills. Assessed valuation, $24,241,599.00 based on 30% of real value. Bonded debt, $3,089,000.00.

EDUCATIONAL FACILITIES: Number of public elementary schools 7; enrollment, 2,675; number of teachers, 90; number of public high schools, 2; enrollment, 991; number of teachers, 47; junior high schools, 2; enrollment, 1,000; teachers, 33; parochial, grade and high school enrollment, 779; cerebral palsy school enrollment, 36.

MEDICAL FACILITIES: Singing River Hospital (County) 232 beds; Doctors (Pascagoula only) 18; Dentists, 8.

CHURCHES: White, 32, representing all major denominations. Negro, 8, representing all major denominations.

RECREATIONAL FACILITIES: Parks, 3, playgrounds, 2, (supervised); golf courses, 2; country clubs, 1; theatres, 3; deep sea and fresh water fishing, several hunting clubs and reserves, boating of all types, water skiing, swimming and bowling. Library, bookmobile.

BANKING FACILITIES: Banks, 2; capitalization, $1,150,000.00; clearings, $14, 141,494.80; (Feb. 1961.)

HOTELS & RESTAURANTS: Restaurants, 7; hotels, 1; total rooms, 55 100% air conditioned; motels, 10; total rooms, 258; 95% air conditioned.

CIVIC ORGANIZATIONS: Garden Clubs, 6; Federated Women's Clubs, 5; Business & Professional Women's Club, Altrusa Club, Jaycettes, Jaycees, Rotary, Lions, Kiwanis, Civitan, Chamber of Commerce.

INDUSTRIES: Employing 25 or more: Advertiser Publishing Co., Animal Trap Co. of Miss., B. V. D. Co., Inc., Coastal Chemical Corps., Continental Can Co., Gulf Marine Ways, Ingalls Shipbuilding Corp., Pascagoula Ice & Freezer Co., Pascagoula Veneer Co., H. K. Porter Co., Quaker Oats Co., Pet Food Div., F. B. Walker & Sons Shipyards, Wells-Taylor Wood Preserving Co.

Pascagoula is a name synonymous with success, for in less than two decades a sleepy village emerged from its chrysalis to become a vibrant city tuned to the thunder of industry's mighty voice.

The eyes of industrial America are on Pascagoula today. Its natural port facilities, nearness to varied types of natural resources, many surrounding miles of undeveloped land, proximity to Latin American and world ports, are but a few of the factors which are stimulating the rapid development. Industrially speaking, Pascagoula is on a threshold eying new vistas of undreamed prosperity. The door of this threshold is wide open for alert leadership to steer a magnetic course toward building an empire city on the white sands of the Mississippi Gulf Coast.

Rising majestically from stretches of flat land like a sentinal guarding the city towers Mississippi's tallest building. This new Terminal Building, dedicated Sept. 15, 1961, is located on the west bank of the Pascagoula River. Numerous fine structures recently completed or currently under construction are seen in the business district. Throughout the city the same forward movement is taking place in construction of homes, schools, churches, municipal and civic buildings.

As we go to press it was announced the Litton Corp., Beverly Hills, Calif., has purchased the Ingalls Ship Building Corp. The consumation of this multimillion dollar transaction is a milestone in merging interests of the west coast with those of Mississippi. The shipyard, which is building nuclear submarines under government contract, is located inside the corporate limits of the city. It is the state's largest single industry and provides employment for approximately five thousand persons.

While wooing industry the city does not neglect niceties associated with gracious southern living. Cordial welcome is extended new citizens by this city where hospitality and friendliness prevail. Provisions are established to facilitate all phases of living, financial institutions offer courteous service, elected officials work diligently to secure improved standards in city services, schools are highly accredited, medical facilities excel, churches have open doors when seeking spiritual guidance, recreational facilities are numerous, social activities are gay, and civic ventures are entered into with vigor. There is a way of life for every resident to enjoy.

Pascagoula is a sound city as its economy is not based on seasonal fluctuations. In the not too distant future it will become known throughout the world as a metropolis which has orbited into position in the sun of stabilized prosperity. Intelligently planning the growth of their city, the Chamber of Commerce, during October, secured as its manager William "Bill" Bailey, an astute young man from Jackson. Trained in big business, and promotionally minded, Mr. Bailey is skilled in Chamber of Commerce activities. He is eager to extend information in detail on any phase of Pascagoula and inquiries may be addressed to him care of the Chamber of Commerce.

Pascagoula not only offers opportunities to industry, but to small business as well. A surge of new resident quota will be moving into the city within the next year and unlimited opportunities await sage persons who arrive on the ground floor of this rapidly growing city. Look to the business advantages Pascagoula has to offer, look to the pleasant living conditions it offers, look carefully and you will decide this is the Mecca you have been seeking.

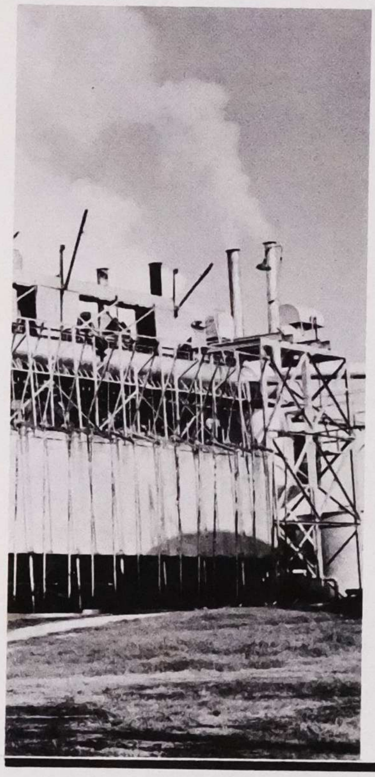
A dramatic aerial view of the west bank port facilities of Jackson County on the Pascagoula River showing terminal building and grain elevator. Standard Milling Co., operators of this facility, have been in business for over one hundred years.

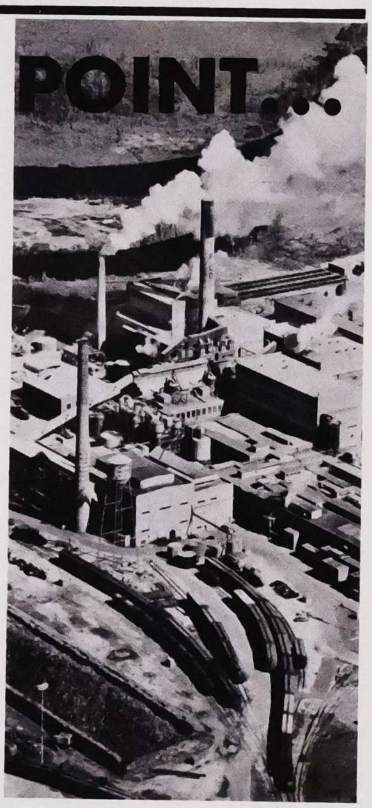
COURTESY JACKSON COUNTY PORT AUTHORITY

DEPENDABLE SERVICE

In the booming industrial area of Jackson County we offer efficient, ready service connecting with other rail lines to all points. We supply the service by anticipating the transportation needs of industry. Main office at Moss Point, Mississippi.

MISSISSIPPI EXPORT RAILROAD COMPANY



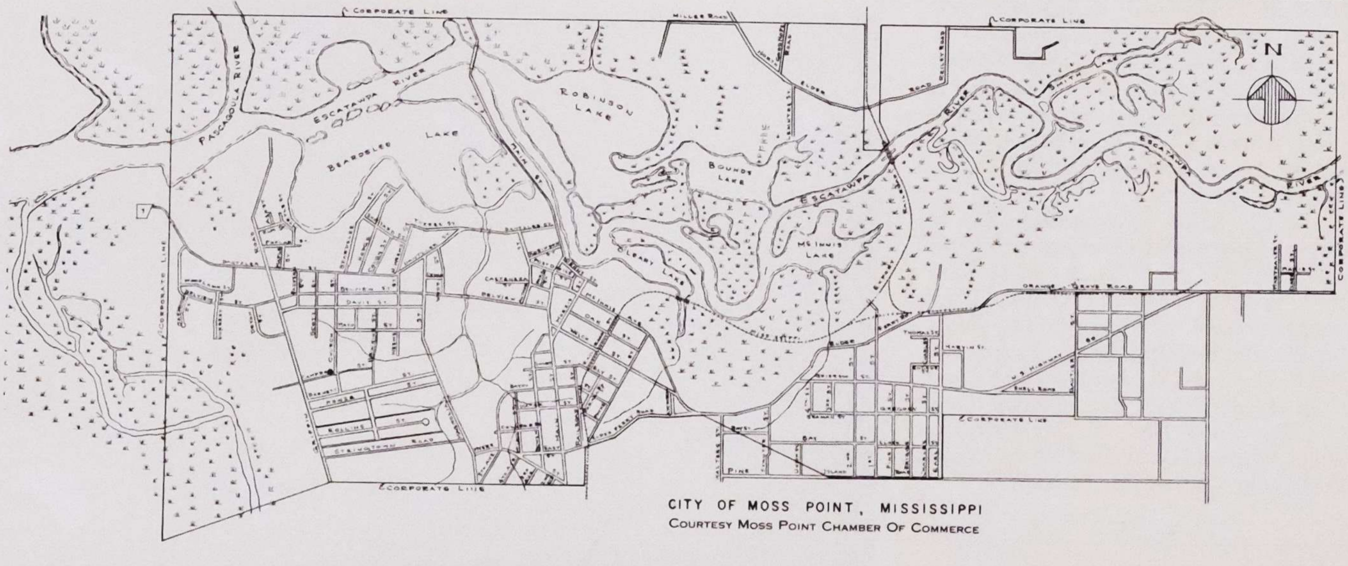


℞ for Industry-select **MOSS POINT...**

the ideal location . . .

Industry guides the economy of Moss Point. Its people, its location, its natural resources, provide in abundance the necessary ingredients for successful growth, development, and expansion of industrial ventures. The awareness and cooperation of its governing officials and civic organizations and their anticipation of needs that must and will be met, have gained this city recognition as a forward thinking, progress-minded community in the fastest growing industrial section of Mississippi. For further information about this outstanding city write Moss Point Chamber of Commerce, City Hall, Moss Point, Mississippi.

MOSS POINT • in INDUSTRIAL Jackson County •


Corporate Line
Miller Road
Corporate Line
N
Pascagoula River
Escatawpa River
Robinson Lake
Beardslee Lake
Bounds Lake
Escatawpa River
McInnis Lake
Escatawpa River
Corporate Line
Corporate Line
Corporate Line
Corporate Line

CITY OF MOSS POINT, MISSISSIPPI
Courtesy Moss Point Chamber Of Commerce

MOSS POINT ●

POPULATION: 1961 estimate, 7,000.

LOCATION: Approx. 5 miles inland north of Pascagoula on Escatawpa River bisected by Miss. 63.

CLIMATE: HIGHWAYS: TRANSPORTATION: UTILITIES: COMMUNICATIONS: (see county.)

LOCAL NEWSPAPERS: Semi-weekly published Tuesdays and Fridays.

GOVERNMENT TYPE: Aldermatic-Mayor and five Board members elected by the people. Operating under Code Charter, Inc. as a city April 29, 1901.

TAX STRUCTURE: Assessed valuation $13,072,448, Approx. 20% of real value. Bonded Debt $999,000. Tax levies, 73.3, 62.3, 35.3 mills, respectively for inside city, inside separate school districts, but outside city limits, and county outside of separate school districts. Homestead exemption 15 mills.

MUNICIPALLY OWNED ENTERPRISES, Community Hall, gas plant, swimming pool, water plant, sewage treatment plant, recently completed $100,000 municipal building.

PUBLIC SCHOOL SYSTEM: High schools (white) 1 plant, elementary, white, 5. (Negro) 1. Total school enrollment (white) 3,563, (Negro) 1,630.

CHURCHES: All major denominations, white and Negro.

RECREATIONAL FACILITIES: Hunting, fresh and salt water fishing, all types aquatic sports, public school athletic field, swimming pool, little league ball park. Full time athletic director for youth programs.

CIVIC ORGANIZATIONS: Rotary, Young Men's Business Club, Civitan, Kiwanis, Woman's Club, Fortnightly Club, Pandora Club, two garden clubs, Chamber of Commerce, Junior Chamber of Commerce.

INDUSTRIES: International Paper Co., The Fish Meal Co., Standard Products, Mississippi Menhaden Products, Cumbest Manufacturing Co., Thiokol Chemical Corp., Mississippi Export Railroad.

CITY PLANNING: The City Council in cooperation with the Chamber of Commerce have launched a long range planning program based on the 10 categories included in the State Merit Community Program, with improved streets and effective zoning being given immediate consideration; also a firm has been employed to study methods and submit findings for complete equalization of assessments to assure fair treatment to all. Moss Point lies nearly as close to the Bayou Casotte Industrial Area as does Pascagoula and plans are being made for new roads leading directly into the area from the business district and residential section making it convenient for people working in Bayou Casotte to reside in Moss Point.

Extending an "Invitation to Industry", Moss Point is among the energetic Mississippi Coastal cities which are proving to the nation they are ideal locations for many types of industrial plants.

Situated five miles inland on the banks of the Escatawpa, which joins with the Pascagoula River to provide a channel to Mississippi Sound and the open water of the Gulf of Mexico, this protected, natural port city has many advantages.

To date a number of nationally known manufacturing plants have located in Moss Point. Expansions of original installations are indicative of smooth functioning, good relations, and profits. Diversified types of manufacturing indicate the many natural resources of the area.

During the early months of 1961, Thiokol Corporation's Moss Point Plant went into full operation with a half million dollar expansion. This addition manufactures an entirely new line of polymers and chemicals, and covers approximately 10 acres. The expansion increased the annual payroll of the local plant by nearly a half million dollars.

With the opening of new plants, new residents have moved into the city. These people have found a new way of life; relaxed, pleasant conditions in a town which though steeped in traditions of several centuries, none-the-less provides all the modern conveniences for today's paced living. Schools, churches, recreational facilities, civic and social interests are all stressed to add enjoyment to life in Moss Point.

Differentiating from other coastal towns, Moss Point does not cater to the tourist trade. However, tourists in the area should not fail to visit this delightful city. Its wide, tree-shaded streets are well tended and retired homes create an aura of spaciousness.

Moss point and its immediate area are steeped in historical lore with the beauty of the river lands compelling in their serenity. Fishing camps in and around Moss Point advertise the best fishing spots in the country. Boat owners have increased tremendously due to the fact that the city is almost completely surrounded by water and there is virtually no distance to travel before launching a boat. These rivers and streams are also ideal for water skiing.

Moss Point is the first city on the Gulf Coast to win a state Merit Award in the Recreation Category. Facilities plus an excellent full time Recreational Director are given credit for this honor.

ALGARVIO
PASCAGOULA MISS.

Pogey (menhaden) boat at dock.

Moss Point City Hall.

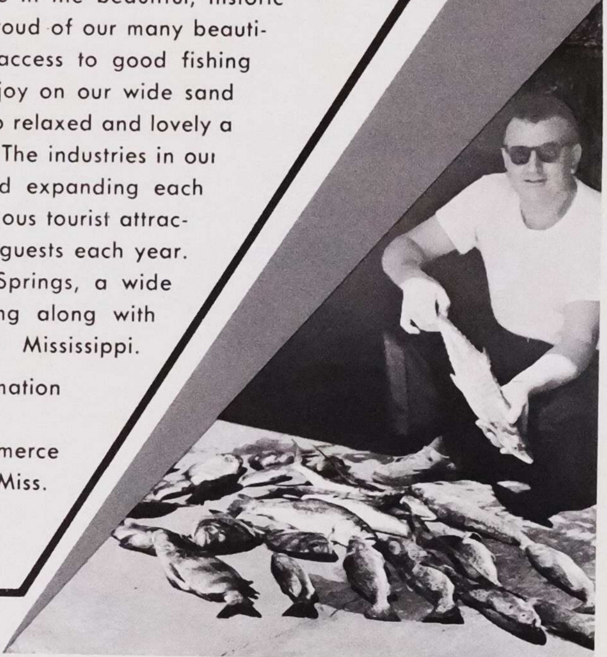
Offices of Mississippi Export Railroad at Moss Point.

Stimulating leadership abounds in Moss Point with profound interest in seeking improvements evident in all facets of the economy. Many things could be written of this ambitious small city. Summing it up it could be said "it is a prosperous, clean town—a gay town creating a happy atmosphere—a town of home loving people—a town with a conscience—a town worth investing in—a town worth living in". Complete details may be secured by contacting its expert Chamber of Commerce Manager, Mrs. Ann Avent, address, Municipal Bldg.

OCEAN SPRINGS combines BIG BUSINESS and PLEASURE

Yes, indeed, for it is a pleasure to live in the beautiful, historic town of Ocean Springs. We are all proud of our many beautiful homes, tree lined streets, easy access to good fishing grounds, golf, the fun our folks enjoy on our wide sand beach. But while we enjoy life in so relaxed and lovely a setting, we're busy at work, too. The industries in our town are nationally known and expanding each year. Our resort center, a famous tourist attraction, brings in thousands of guests each year. Make a move to Ocean Springs, a wide awake community growing along with new industrial Coastal Mississippi.

for further information
write
Chamber of Commerce
Ocean Springs, Miss.



Vacation Western Style with all the Trimmin's away down South in Dixie

A DUDE RANCH AND COUNTRY CLUB combined. 700 acres of vacation pleasures on the Mississippi Gulf Coast. Quietly secluded, yet only minutes away from all points of interest. Air-conditioned villa-style hotel rooms, with full hotel service, will delight the most discriminating. Wonderful meals and planned nightly entertainment will be yours.
South's finest 18 hole golf course, full program of dude ranch fun, plus lawn and water sports. Heated pool or beautiful bay waters for your selection.

this you won't believe . . . everything included in rates from $13 per day

SPECIAL FAMILY RATES

Gulf Hills

**DUDE RANCH
AND
COUNTRY CLUB**

OCEAN SPRINGS • MISSISSIPPI

Write Hosts Dick and Gladys Waters for Color Folder

OCEAN SPRINGS ●

POPULATION: 4,900, 1960 census.

LOCATION: 2 miles east of Biloxi on Biloxi Bay and Mississippi Sound 16 miles west of Pascagoula, approx. 65 miles east of Mobile, Ala., and 85 miles east of New Orleans, La. on U. S. 90.

CLIMATE: HIGHWAYS: TRANSPORTATION: UTILITIES: COMMUNICATIONS: (see county.)

GOVERNMENT TYPE: Aldermatic-Mayor and five member board elected at four year intervals, operating under Code Charter.

TAX STRUCTURE: Assessed valuation including Separate and Municipal School District $7,237,178 approx. 15% of real value on residential property and 25% on commercial. Bonded debt, as of Sept. 30, 1961, $1,534,000,–$878,000 in revenue bonds and $172,000 in General Obligation. Tax levies, 43 mills inside city, 24 mills school district. Municipally owned enterprises, water and natural gas plants, Community Center, sewage treatment plant, community pier, and athletic field.

COMMUNICATIONS: Ocean Springs News, weekly publication (other–see county.)

PUBLIC SCHOOL SYSTEM: (white) 1 Senior High School, 1 Junior High, 3 Elementary. Total enrollment 1317. (Negro), 1 High School, 1 Elementary. Total enrollment 320.

MEDICAL FACILITIES: (see county), local, 3 Medical Doctors, 3 Dentists.

CHURCHES: All major denominations, white and Negro.

RECREATIONAL FACILITIES: 18 hole golf course, yacht basin, small craft harbor, dude ranch, aquatic sports, salt and fresh water fishing.

CIVIC ORGANIZATIONS: Chamber of Commerce, Rotary, Garden Clubs, Junior Chamber of Commerce.

INDUSTRIES: Ferson Optical Co., E. R. Moore Co., Blossman Gas, Marine Research Laboratory, Shearwater Pottery, Boat Building, Marine Ways.

The majority of Mississippians, ourselves included, have been prone to regard Ocean Springs in a rather sentimental vein, reasons being the unassuming dignity and natural beauty of the town and the quiet manner in which its citizens function. It has been embedded for many years in our minds as a charming resort and vacation village where a semi-tropical sun produces dancing lights through leaf-shaded avenues and on blue waters and white sand shores.

A realization has suddenly dawned that this city, which has grown rapidly along with other areas of Jackson County, is an enigma. Beyond its placid exterior lies a driving force responsible for an infiltration of industrial and business ventures which have created an exceedingly comfortable economy for the town.

Some of its industrial enterprises are unique and highly specialized, ranging from scientific marine laboratories, research and manufacturing of high precision lenses (supplying the United States Government with lenses vital in conducting the pursuit of efficient weapons, cameras, and radar and radio controlled instruments), to manufacturing of choir robes, graduation caps and gowns, uniforms, and numerous other items not included on an everyday purchase list.

Ocean Springs is the home of the world renowned Shearwater Pottery. This industry gained recognition in the world of fine arts and during the years has achieved acclaim and merited awards for artistic design and perfection in execution. Many of the objects d'art created by artists on the potters wheel are never duplicated with additional castings.

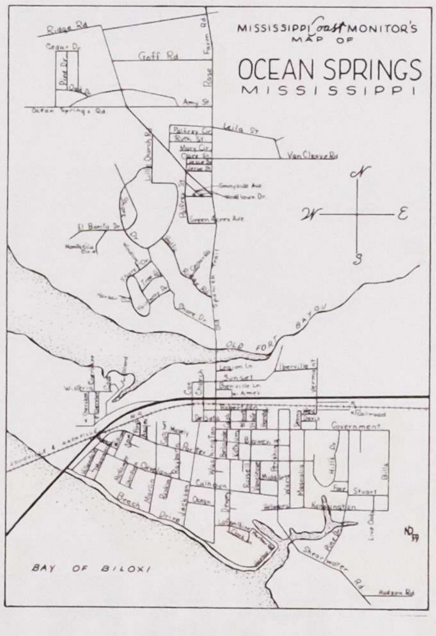
Tourists visit Ocean Springs at all seasons of the year and accommodations range from lavish to moderate. The famed Dude Ranch, featuring a "Bit of the Old West in the Deep South", is generally booked solid the year round. Other resort accommodations are equally popular. Excellent golf courses, country club, and fine yacht harbor are among installations which contribute toward inducing visitors to remain for prolonged stays.

Electors of Ocean Springs place competent men in public office to manage their town. These officials conscientiously study, plan, and prepare to secure the needs of the city for continued growth. Streets are in good condition, well lighted and drained, and contain charming homes carefully tended by proud owners. Good public services are rendered with protection for its citizens assured by city government. Modern, fireproof schools are well staffed with qualified faculties and contain large playgrounds where, under supervised athletic direction, strong young bodies are developed.

Ocean Springs enjoys a geographically strategic position. Located just across the Bay from Biloxi, many of its residents commute to the larger city in pursuit of employment. It also lies within easy commuting distance of Pascagoula and Mobile, and is not too distant from New Orleans.

New St. Alphonsus Catholic Church at Ocean Springs.

Mr. Puhle, left, and Mr. Zenka, right, display a morning's catch at Ocean Springs.



Investigate this alluring small city, it offers advantages in living, investing, employment. Its people possess delightful manners and warm hearts, newcomers soon become "old timers" who feel they have always been at home in this friendly city.

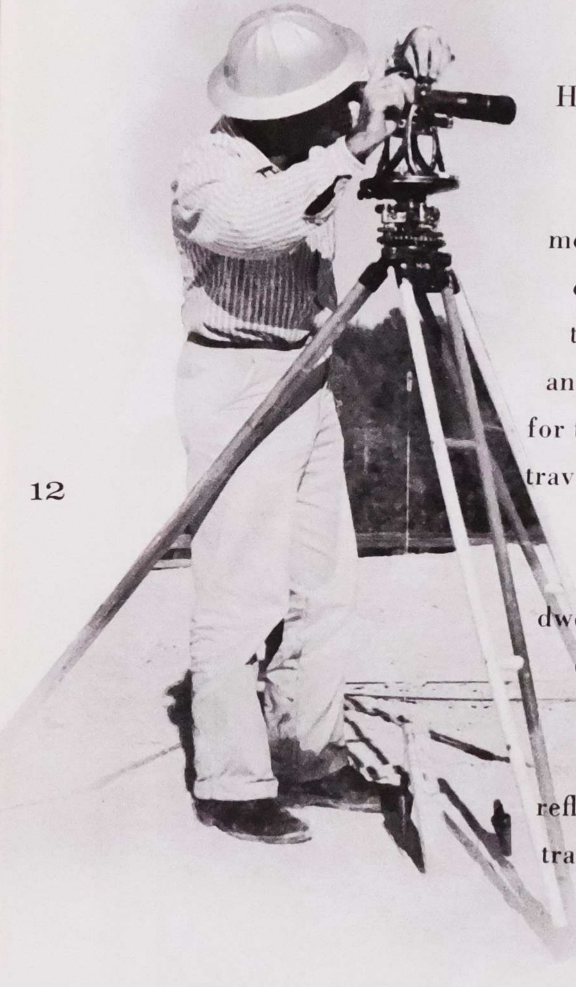
Mr. William M. Keegan, City Clerk, will be happy to provide detailed information, address inquires to City Hall, Ocean Springs, Miss.

Our sights are set...

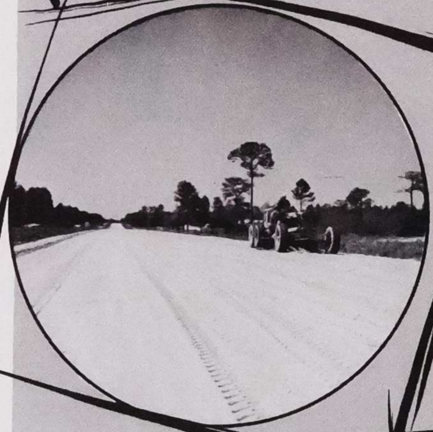
HIGH

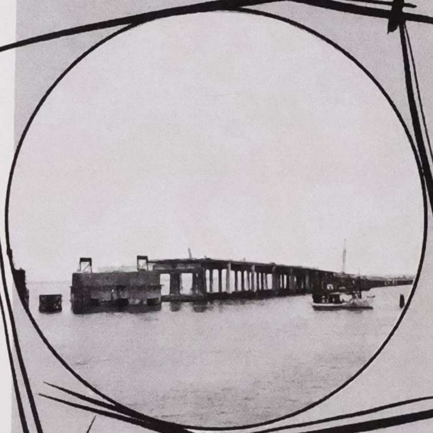
WIDE

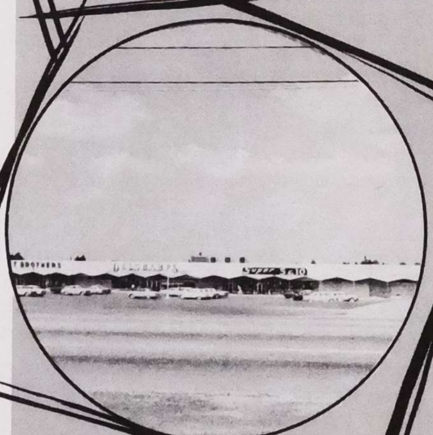
and handsome



High as the stratosphere—because Portamericas—our new inland waterway development—is the most uniquely brilliant conception of industrial location in America today. Wide—because new roads and bridges under construction are for today AND tomorrow—multiple travel lanes for safety and efficiency. Handsome—because reaching skyward, architectural jewels in dwelling and office facilities appear on the beachfront and charming homes and newly constructed business establishments inland reflect progress, prosperity and our traditional appreciation of beauty.



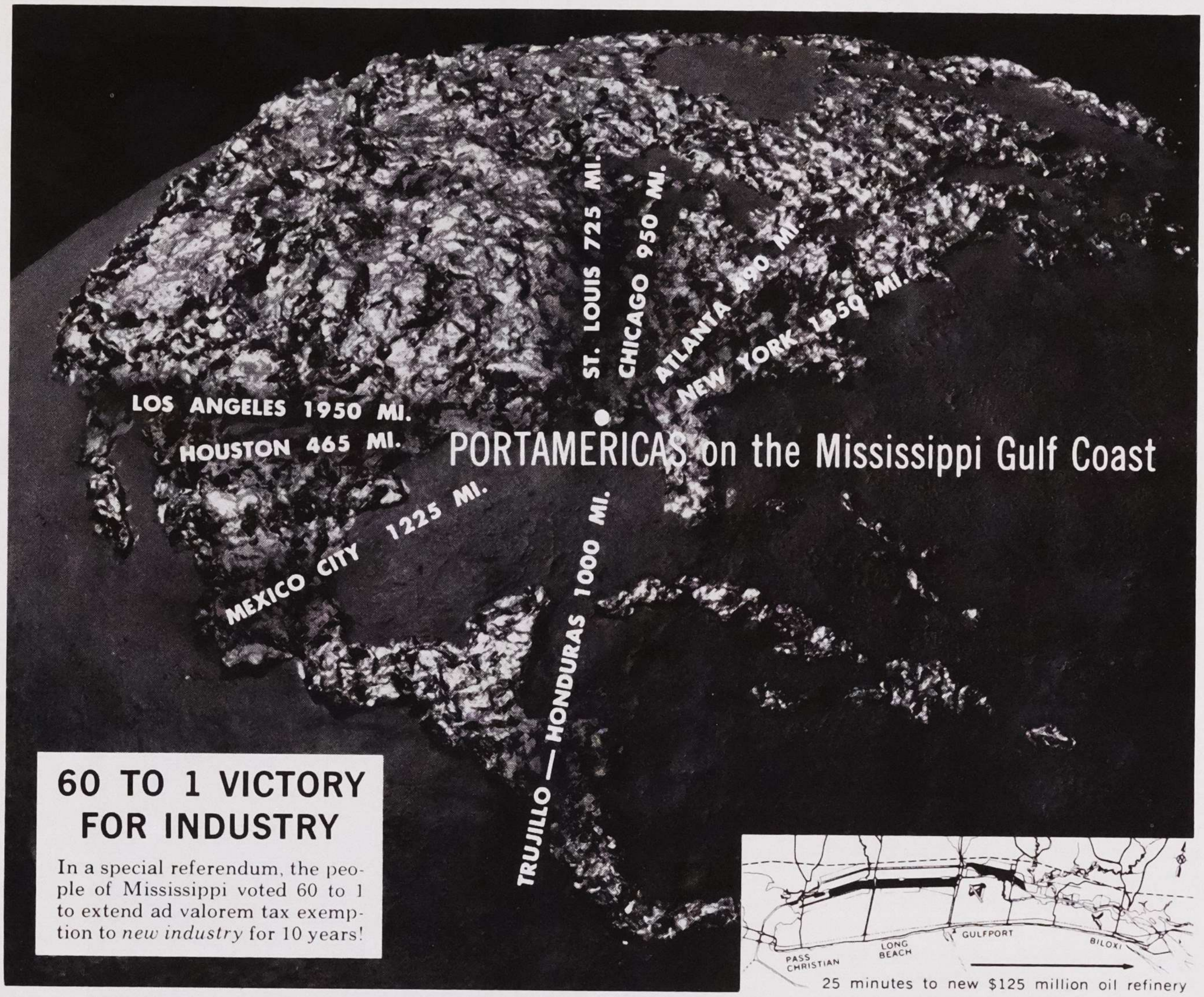




HARRISON

COUNTY

the "buildingest" place you've ever seen!


ST. LOUIS 725 MI.
CHICAGO 950 MI.
ATLANTA 490 MI.
NEW YORK 1350 MI.
LOS ANGELES 1950 MI.
HOUSTON 465 MI.
PORTAMERICAS on the Mississippi Gulf Coast
MEXICO CITY 1225 MI.
TRUJILLO — HONDURAS 1000 MI.
PASS CHRISTIAN
LONG BEACH
GULFPORT
BILOXI

25 minutes to new $125 million oil refinery

60 TO 1 VICTORY FOR INDUSTRY

In a special referendum, the people of Mississippi voted 60 to 1 to extend ad valorem tax exemption to *new industry* for 10 years!

. . . new warm water hub of all the Americas!

Most exciting surprise package ever offered industry . . .
just minutes from gigantic new moon shot missile installation

PORTAMERICAS is the warm water port nearest the center of U.S. population . . . and handiest to all of Latin America. In PORTAMERICAS you'll find plenty of labor — skilled and unskilled. Favorable wage rates. Unlimited water and timber. Low-cost utilities. Excellent rail, highway, air and deep water transportation and warehousing facilities . . . and PORTAMERICAS' unique new inland waterway.

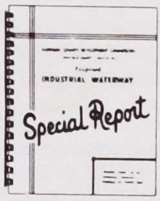
Other advantages: a 39-part "Bill of Rights," enacted into State law, that includes progressive reduction of state income tax, a right-to work law, tax exemptions, many other features favorable to industry.

And everyone loves livin' on America's "Riviera" with annual temperature range, 55° to 83°. Enjoy all the golf, sun, water and fishing you want . . . plus urban advantages and top-ranking schools.

Mail the coupon for your Special Report. Then come visit and let us show you PORTAMERICAS, the most exciting surprise package ever offered industry.

HARRISON COUNTY INDUSTRIAL WATERWAY (now under construction) connects a 12 x 150 foot barge canal to Intercoastal Waterway. Present site development provides 1,300 acres of industrial area with 20,000 feet of water frontage.

Old Biloxi Lighthouse, Built in 1848.


INDUSTRIAL WATERWAY
Special Report

PORTAMERICAS

Mr. Robert O. Archer, Executive Director
Harrison County Development Commission
Gulfport 1, Mississippi

Write, wire or mail coupon (with your letterhead) for confidential SPECIAL REPORT and details of Mississippi's BILL OF RIGHTS for business and industry.

Name ....
Company ....
Address ....
City and State ....

BEGINNING

A NEW ERA

for Coastal Mississippi

During 1961, two very significant projects which will have a profound effect on the economy of our area commenced. Hancock Bank is proud to have played a part in converting the Port of Gulfport to State ownership which, with the attendant benefits, prestige and financing now available, should, in time, become Mississippi's biggest revenue producer.

By no means second in importance was beginning construction of the Industrial Seaway, which will enable our area to offer unlimited water front industrial sites for manufacturers looking toward future trade with our Latin American neighbors to the south, as well as availability of water borne transportation outlets accessible to inland or ocean shipping for domestic purposes.

Hancock Bank stands ready to serve this expanding economy with six banking houses located throughout the area.

WATCH PORTAMERICAS GROW!

GULFPORT
LONG BEACH
BAY ST. LOUIS
PASS CHRISTIAN
MISSISSIPPI CITY-HANDSBORO

Hancock Bank

SERVING THE MISSISSIPPI GULF COAST SINCE 1899

STRENGTH • STABILITY • INTEGRITY

HARRISON county •

by Caroline Kiefer

POPULATION – 118,325 – 1960 Census.

SIZE—585 square miles, contains four incorporated cities, Biloxi, Gulfport, Long Beach, Pass Christian. Unincorporated areas include Handsboro, Mississippi City, Henderson Point, DeLisle, Lyman, Saucier.

CLIMATE – Temperate average annual temperatures 68.1 degrees, January averages 50.1 degrees, July averages 81.1 degrees; humidity ranges from 52% in May to 96% in July. Average annual rainfall 62 inches; average number of frost free days 350 annually.

HIGHWAYS – U.S. 90 – U.S. 49 – State No. 55—State No. 53—numerous hard surfaced county roads.

LOCATION—Gulf of Mexico south, Bay of St. Louis, west—Bay of Biloxi, east—Stone County, north.

TRANSPORTATION – Mainline of Louisville & Nashville R.R.—Illinois Central R. R. (freight rates on a parity with competing port areas.) Continental Trailways and Greyhound Bus lines, major truck lines for freight service; commercial airport at Gulfport, Southern Airways, Inc., National Airlines. Port of Gulfport State owned, immediate port improvement program of about $3 million. The Mississippi Agricultural & Industrial Board operates the port through a five-man State Port Authority. Industrial Waterway (Portamericas) under construction, upon completion will link Bay of St. Louis on west with Biloxi Bay on east, approximately 30 miles distance. The waterway will be 12 feet deep—150 ft. wide to accommodate two-way seagoing barge traffic with provision made for increasing depth later to 30 or 40 ft., bottom width to be 300 ft. The waterway will join the Intracoastal Waterway at both ends.

COMMUNICATIONS—Biloxi-Gulfport Daily Herald—newspaper, numerous weekly and bi-weekly publications. Several monthly and bi-monthly publications. Radio sending stations in Gulfport and Biloxi. Telecasts received from all surrounding areas. Ship to shore communications at Gulfport and Biloxi.

GOVERNMENT STRUCTURE – Board of Supervisors, one representative for each of five Beats, elected at four year intervals.

TAX STRUCTURE—Assessed Valuation—Real Property $36,028,255—Personal—$5,254,690—Public utilities $17,749,036. Assessment practices 20% to 25% of real value. Tax levies—28 mills Delisle to Pass Christian School District; 31 mills Handsboro and Mississippi City to Gulfport School District; 26.05 mills Fernwood to Biloxi School District. 27 mills outside Long Beach to Long Beach School District.

BONDED DEBT—$3,347,200 exclusive of Seaway Bonds of $3,000,000.

UTILITIES – Electricity for urban and industry – Mississippi Power Co. Rural electricity—Coast Electric Power Association. Natural Gas—United Gas Corp.—Water—Subsurface deep artesian wells—surface waters from numerous rivers and streams. Southern Bell Telephone Co.

MEDICAL FACILITIES – Health Center—two general hospitals—several medical clinics – Veterans Administration Hospitals at Gulfport and Biloxi.

RECREATIONAL FACILITIES – Highly diversified including all types fresh and salt water fishing—hunting—golfing—tennis—bowling—cultural activities (including all the arts) resort pleasures—sand beaches, parks, Mardi Gras and Carnival activities – Shrimp Festivals—Regattas—all aquatic sports—tourist attractions—historical sites—night life—kennel and horse shows, rodeos—

INDUSTRIES—Marine—forest products—chemicals – garment manufacturing—boat building—seafood canning and processing—paints and varnishes—veneer plants—meat processing and packaging—drug manufacturing—glass bottle manufacturing—pecan packaging and shipping—research laboratories—row crops—cattle breeding—dairy products—poultry and poultry products.

Largest single industry—Tourism—one-third of the state's tourist trade is concentrated in Harrison County. Tourism is second to timber as the leading economy of the state. Mississippi's largest business—Keesler Field, located in Biloxi, has an annual average payroll of $50,000,000.

NATURAL RESOURCES—Products of the sea—forest products—water—pecan orchards—minerals—gravel pits.

SCHOOL SYSTEM—Total number of plants—Nine. Total enrollment 4,420.

With the first two phases of channel dredging completed in 1961 on PORTAMERICAS, Harrison county has plunged into a period of progress which will place it among the important and desirable areas of the south. This major industrial canal, when completed, will link the bays of Biloxi and St. Louis by a 28 mile long channel with access to the Intracoastal Waterway, the open waters of the Gulf of Mexico, and all world ports.

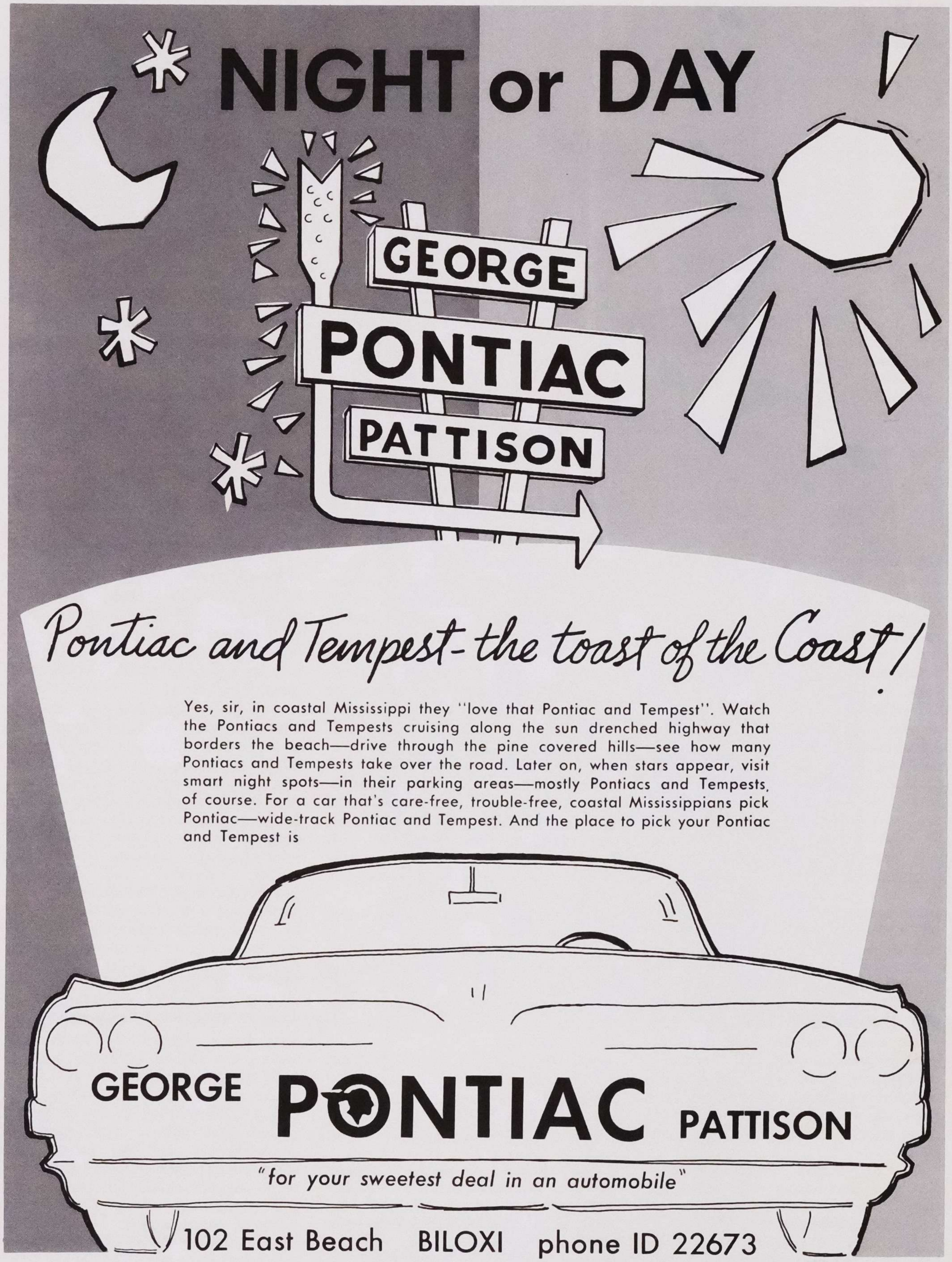
Biloxi Bay bridge nearing completion.

Of the three counties facing the Gulf, it occupies the central position and thereby possesses the whipped cream location in Mississippi. Natural resources provide advantages which coupled with strenuous developmental efforts exerted by leaders, indicate the area is fast becoming one of the most prosperous spots in the nation.

PORTAMERICAS, a most ambitious and unique undertaking, provides a 12 by 150 foot barge channel. Present developments will provide 1,300 acres of industrial area with 20,000 feet of water frontage. Ultimately the area will be expanded to provide an additional 9,600 acres.

Activities during the past year include expanding the State Port of Gulfport, construction on the four-lane steel reinforced concrete bridge (joint endeavor by Harrison and Jackson Counties) scheduled for completion in 1962, hardsurfacing county highways, expansions of schools and hospitals, countywide drainage planning, and aiding tourist, industrial, and residential growth facilities. The foregoing constitute but a fraction of the pursuits by the Board of Supervisors in readying the county for the immense growth that will inevitably evolve.

Nationally known as the American Riviera, Harrison County contains impressive scenery, its beautiful white sand beach, lapped by warm Gulf waters, and fanned by gentle breezes, lures tourists throughout the year, with semi-tropical climate permitting outdoor activities during the twelve month period. Multimillion dollar resort accommodations line this beach strip along which scenic U. S. 90 runs east-west. Annually millions of visitors enjoy this playground which offers varied forms of entertainment. The glittering facade of Biloxi Beach affords 24 hour a day entertainment. Effervescent night life found in the many fine restaurants and clubs, is sparked by top



NIGHT or DAY

GEORGE
PONTIAC
PATTISON

Pontiac and Tempest - the toast of the Coast!

Yes, sir, in coastal Mississippi they "love that Pontiac and Tempest". Watch the Pontiacs and Tempests cruising along the sun drenched highway that borders the beach—drive through the pine covered hills—see how many Pontiacs and Tempests take over the road. Later on, when stars appear, visit smart night spots—in their parking areas—mostly Pontiacs and Tempests, of course. For a car that's care-free, trouble-free, coastal Mississippians pick Pontiac—wide-track Pontiac and Tempest. And the place to pick your Pontiac and Tempest is

GEORGE PONTIAC PATTISON

"for your sweetest deal in an automobile"

102 East Beach BILOXI phone ID 22673

name bands and well known entertainers. Deep sea and salt water fishing provide challenge and excellent catches for sportsmen. Bathing is safe as a chain of islands lying several miles out in the Gulf break tides and prevent undertows. Yacht clubs feature regattas and boating events, and emerald green courses attract golfers from all parts of the country.

Gulfport is the seat of government and business city of the county. Its history is more recent than others of the area, as it was planned and laid out during the last decades of the 19th century.

Tremendous strides are being made with construction of new homes, commercial establishments, and unit shopping centers. Among the latter, the $6,000,000 Edgewater Plaza Mall will be one of the largest in the south. A development by Holcomb & Milner, Inc., it will be adjacent to the luxurious Edgewater Gulf Hotel (another Holcomb & Milner, Inc., holding). The mall will be enclosed and weather conditioned and will contain all modern facilities, including parking area to accommodate 3000 cars.

In the Mississippi City-Handsboro area newly constructed residential and shopping centers are providing homes and conveniences for thousands. Long Beach and Pass Christian are appreciated as delightful residential communities, where small business, resort hotels, and restricted types of industry provide revenue.

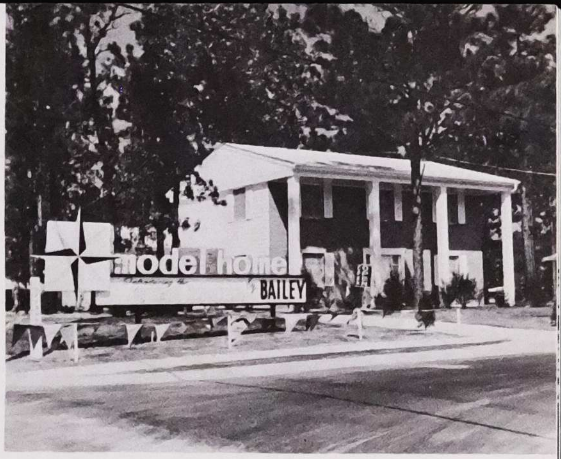
Inland the county maintains its beauty albeit with definite scenery change. Serpentine rivers and bayous wind gracefully throughout the lush interior lands which are favorable for pasturage, timber, pecans, and row crops.

Harrison County with its diversified attractions beckons with the promise of a more beneficial life—for business, for industry, and for sheer enjoyment of living.

BILOXI ●

POPULATION: 44,053 (official 1960) exclusive of Keesler Field.

LOCATION: Approx. 75 miles east of New Orleans, La.; 53 miles west of Mobile, Ala., on U. S. 90 facing Gulf of Mexico.


model home
BAILEY

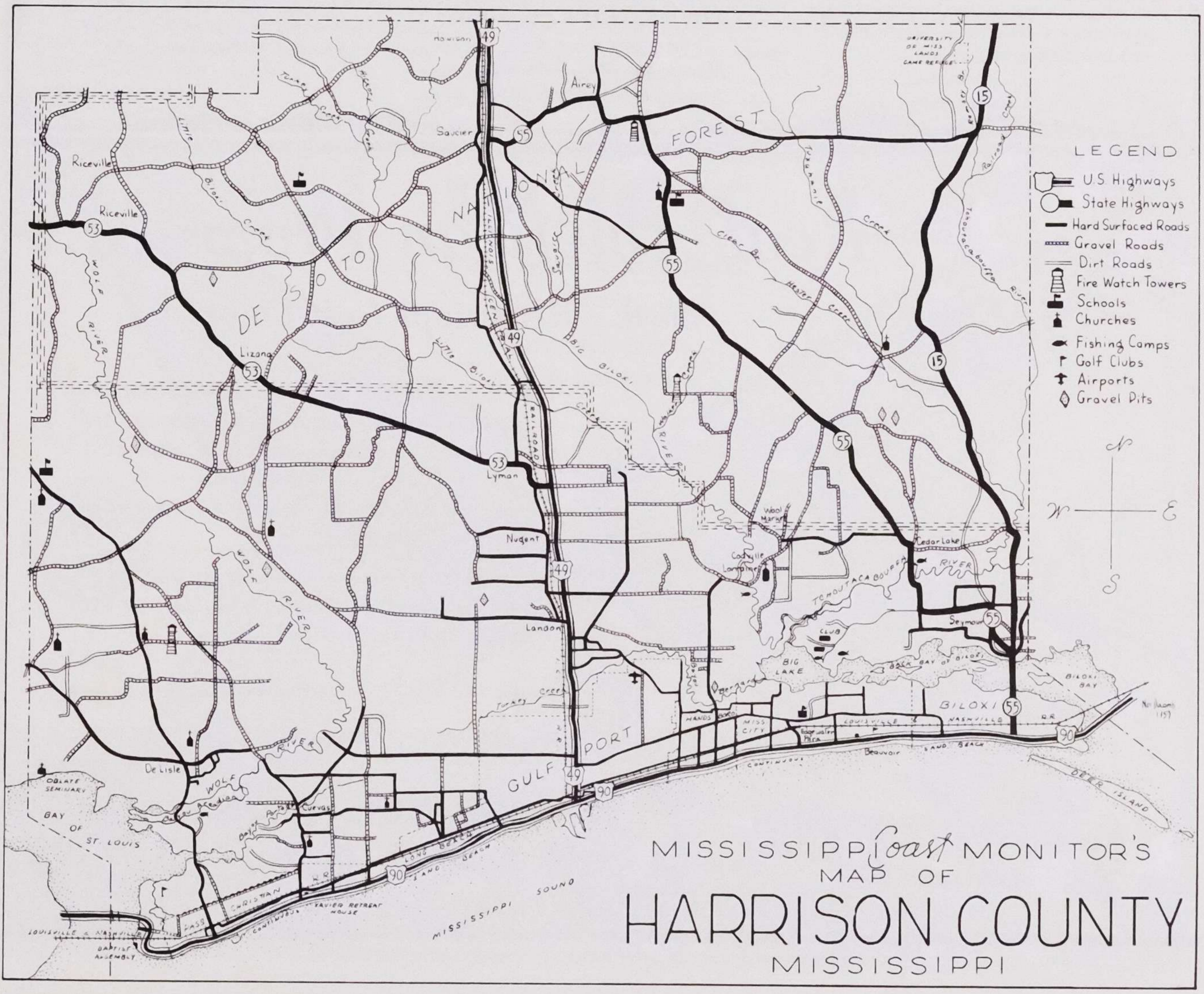
Large, new subdivisions of lovely homes are being constructed in southern Harrison County.

CLIMATE, HIGHWAYS, TRANSPORTATION, COMMUNICATIONS: (See County).

UTILITIES, Natural gas, United Gas Corporation; Water, city owned and distributed.

GOVERNMENT: Commission Council, Code Charter, Mayor and two Commissioners elected at fouryearintervals.

TAX STRUCTURE: Millage, Municipal, 49.0566, School District, 26.047. Homestead exemption, 15 mills.


LEGEND
U.S. Highways
State Highways
Hard Surfaced Roads
Gravel Roads
Dirt Roads
Fire Watch Towers
Schools
Churches
Fishing Camps
Golf Clubs
Airports
Gravel Pits
N
W
E
S
DE SOTO NATIONAL FOREST
Riceville
Saucier
Airey
Lizana
Lyman
Nugent
Landon
De Lisle
Wool Market
Cedar Lake
Seymour
Handsboro
Mississippi City
Beauvoir
Gulfport
Biloxi
Long Beach
Pass Christian
Wolf River
Big Biloxi River
Little Biloxi
Tchoutacabouffa River
Big Lake
Back Bay of Biloxi
Biloxi Bay
Deer Island
Bay of St. Louis
Mississippi Sound
49
53
55
15
90
MISSISSIPPI Coast MONITOR'S
MAP OF
HARRISON COUNTY
MISSISSIPPI

Organized 1896

PEOPLE'S BANK OF BILOXI

Complete Banking Service
Dependable • Efficient
Member F.D.I.C.

WELCOME SUH! to the CENTER OF SOUTHERN HOSPITALITY

• where the five flags fly •

*Restaurant....

Enjoy superb food. Eat overlooking the Gulf • Shrimp • Oysters • "Ship Island" Seafood platter • "Plantation Steak Breakfast" • Red Snapper • Lobsters • Chicken • Steaks • True Southern Atmosphere • Soft Music Souvenirs • Civil War Battle Prints and Photographs

CONFEDERATE INN

Midway Between Biloxi and Gulfport, Miss.
CONFEDERATE INN
Mail: 2300 Beach Drive
Mississippi City, Mississippi
Telephone: Gulfport UN 36565

*Motel....

Fifty delightful Air-Conditioned units • Some Kitchenettes • TV • Phone • Free Pier • Sand Beach • Fishing and Golf Nearby • Central location to Night Clubs and Bowling • Charter Boats • Sightseeing • Historical Points of interest • All to assure you enjoyment of a really Perfect Vacation!

Real American Progress...

on the Mississippi Gulf Coast

1st
NATIONAL
BANK

The citizens of Harrison County, with shoulders to the wheel in true American fashion, are now developing one of the nation's most unusual centers of industry and world trade—PORTAMERICAS—an industrial waterway and location for industry.

It is indeed our privilege to provide the industrious, far-sighted people of this area with complete banking facilities.

Member F.D.I.C. Member of Federal Reserve System

1ST NATIONAL BANK OF BILOXI

FIRST NATIONAL BANK OF BILOXI — OLDEST BANK ON THE MISSISSIPPI COAST

Oldest Bank on the Mississippi Coast

Assessed valuation, $25,916,604.00 plus $12,031,292 School District.
Assessment practices, 35% of real value based on 1952 replacement costs.

SCHOOLS: Public White, Elementary, 6; Junior High, 2; High, 1. Public, Negro, Elementary, 1; High, 1. Parochial, White, 6, Negro, 1.

MEDICAL FACILITIES: New Biloxi Hospital; Howard Memorial Hospital (now under construction); Keesler T.T.C. Hospital, Veterans' Administration Hospital, numerous private clinics.

CHURCHES: White and Negro are represented by all principal denominations.

RECREATIONAL FACILITIES: Parks, Playgrounds, Golf Clubs, Yacht Club, Sand Beaches, Aquatic Sports, Salt and Fresh Water Fishing, Deep Sea Charter Boat Fishing, Bowling Alleys, Supper Clubs, Tennis Courts, Swimming Pools, Ball Parks, Tourist Attractions, Motion Picture Theatres.

CIVIC ORGANIZATIONS: All major organizations represented.

INDUSTRIES: U. S. Air Force, Resort, Veterans Administration, Seafood, Boat Building, Marine Products, diversified small industries.

CITY PLANNER: Louis C. Bisso Planning Engineers.

GULFPORT TOURIST CLUB ●

A special attraction of the Mississippi Gulf Coast during the winter months is the Gulfport Tourist Club. This facility is sponsored by the City of Gulfport and the Gulfport Chamber of Commerce and provides a meeting place for visitors.

The Club meets in the West Side Community House, right on Highway 90 and the famous sand beach of the Gulf of Mexico. A paid hostess is on duty every afternoon to greet the members and guests and to assist them in getting acquainted with other tourists.

Activities of the Club include all kinds of card games, shuffle board, horse shoe games, checkers, etc. also group luncheons and tours to the many points of interest in the area.

A large number of our visitors return year after year. They find economical apartments and rooms along the beautiful Gulf Coast and tell us that they can stay here and enjoy the delicious seafood dishes, loll in the warm health-giving sun on the World's Longest Man-Made Sand Beach cheaper than they can stay at home.

The Gulfport Tourist Club opens around the first of December and continues until about the first of May.

CHAUNCEY HINMAN

Reigning monarchs of the 1961 Mardi Gras Ball at the Gulfport Tourist Club were Mrs. W. J. Veith, Ottawa, Illinois—Queen, and Mr. E. R. Reha, Chicago, Illinois—King. Trainbears were Diane Doucet and Davis Yates of Gulfport.

The Club rooms are open every afternoon from 2:00 to 5:00, and Tuesdays and Fridays are "Party Days" when large numbers, averaging around 100, of members and guests enjoy indoor games and gossiping, with refreshments being served by a special committee named by the president of the Club. Prizes are provided by the merchants of Gulfport, and from two to four prizes are given away on each Party Day.

Gulfport cordially invites you to join the ever-increasing number of winter visitors to the Mississippi Gulf Coast.

BUICK

from Skylark to Special
V6 or V8 Engine
every one a BUICK
through and through
at

The sign
of
Service

AUTHORIZED
VALVE Buick IN HEAD
SERVICE

for best
car care

JAY-JAY Motor Co. Inc.
2120 15th St. Gulfport, Miss.

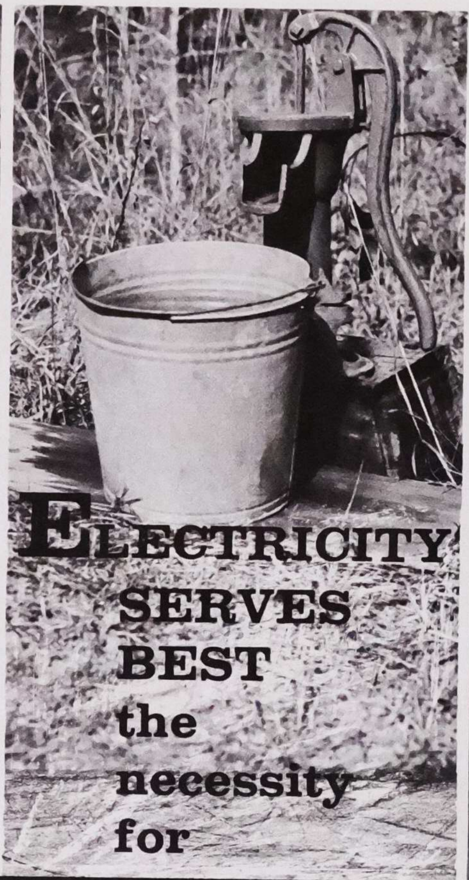
The sign
of
Confidence

when you
select a
used
car

get
ROOM
REFINEMENT
AND RIDING COMFORT
Rich, New Styling with Jet-Smooth Ride!

CHEVROLET

BUICK OPEL



ELECTRICITY SERVES BEST the necessity for POWER

ELECTRIC POWER

FOR INDUSTRY

is assured by this 262,000 kilowatt generating plant at our Gulf Coast Generating Plant. It is designed for an ultimate capacity of over one-half million kilowatts.

for further information write
NEW INDUSTRIES DEPARTMENT
MISSISSIPPI POWER COMPANY
GULFPORT, MISSISSIPPI

In the home workshop or on construction site of days gone by, the productivity of the handsaw, though dependable, was small. Today's ELECTRIC POWERED tools produce in minutes the results of yesteryear's hours. Hand operated pumps brought water by the pailful for home and industrial use. Today's ELECTRIC POWERED pumps provide instantly, quantities of water to meet the needs of both residents and industry. Yesterday, Grandma's best sprigged dimity took enough leg work via the old reliable "treadle," to train an Olympic runner. Today, housewives and the garment industry alike enjoy the advantages of fastworking, smooth-running ELECTRIC POWERED sewing machines. ELECTRIC POWER eases the work of everyday living, speeds and increases the production of industry. It's yours to command—dependable power—efficient power—ELECTRIC POWER!

MISSISSIPPI
POWER
COMPANY

MISSISSIPPI POWER CO. ●

by Don McCulloch

Cotton was really king! Mississippi had a one-crop agricultural economy and that was it. In the southern part of the state large scale logging operations had been going on for many years in the huge virgin pine forests, but the cut over was almost complete. Once flourishing sawmill towns were becoming ghost towns. There was little industry in the entire state other than sawmills and naval stores plants. State laws were not conducive to industrial development. The economic future of the state was dark.

That was 1924.

Looking back, 1924 was hardly the time to be planning the formation and development of an electric utility company. But that was what a group was planning. They knew that economic conditions weren't good, but they had faith in the future, faith in the people of the state and faith in their own ability. And above all, they had the willingness to devote their time and energy not only to building an electric system, but also to helping to develop the state.

What was the electrical situation in Mississippi at that time? The larger cities did have electrical service. But it was still largely a by-product of the operation of street railways. Even in the larger towns you could count the number of electrical appliances on your fingers. Electric companies in those days were truly "light" companies. And in most cases the light was a single bare bulb suspended from the ceiling on a drop cord.

A few smaller communities also had a light plant. Service was poor and in many instances available only from dusk to dawn. In some cases a few fortunate people were able to tie into the sawmill plant.

About 60% of the communities in southeast Mississippi had no electric service at all. Fifteen cents per kilowatt-hour was the average price for ordinary residential use, but some towns had rates as high as twenty-five cents per kilowatt-hour. Certainly only the wealthiest families could afford the luxury of the few electric appliances then available. Industrial power rates were practically non-existent and generating capacity was not available for present or future industrial requirements.

In the face of this, Mississippi Power Company began operation on January 1, 1925. The extent of the system was the communities along the Gulf coast from Bay St. Louis to Ocean Springs. These were the only communities in the state at that time which were served by a transmission line, and it would be stretching a point to call that 13,000 volt line a transmission line. However there were no high voltage transmission lines in Mississippi.

During the year other electric properties were purchased including Pascagoula, Moss Point, Hattiesburg, Laurel and Meridian. Rates in several places were reduced by the Company, but even so, the average rate per kilowatt-hour was 13.6c, and the Company's customers used only an average of 190 kilowatt-hours for the entire year.

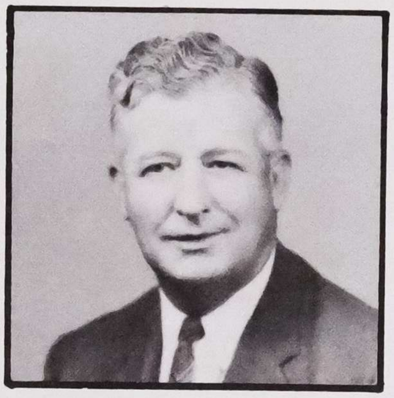
It was apparent that the only way an efficient and economic electric system could be developed was to replace the small isolated generating plants then in use with lower cost power facilities. Construction was started almost immediately on high voltage transmission lines to bring in electricity from hydro-electric plants in Alabama. The acquisition of smaller plants continued, and electrical systems were installed in communities which had had no electricity. In 1927 residential customers of Mississippi Power Company were using 355 kilowatt-hours of electricity and the average price had been reduced to 8.5c.

By the middle of 1930 the Company had consolidated an efficient electric system. It had constructed over 900 miles of transmission lines, 250 miles of rural lines, and had established physical connections with adjoining companies to provide additional capacity for future expansion of the communities it served. Many of the dilapidated distribution systems purchased earlier had been restored to good operating condition.

The first objective, to provide an efficient electric system, had to a considerable degree been met.

The second objective, to help the development of the state, was also well under way. Recognizing the need to balance the agricultural economy with industry, the Company in 1926 established a New Industries Department. This department, the first of its kind in the state, was charged with the responsibility of inducing industry to locate plants in the area served by the Company. This department has been in continuous operation and has been instrumental in attracting many fine manufacturing plants to Mississippi.

Although financial conditions during the '30's did not allow the Company to expand, as desired, into additional rural areas, it cooperated in providing electricity to those areas. When the REA cooperatives in Southeast Mississippi were organized in the late 1930's to serve rural areas which were not then receiving central station service, Mississippi Power Company assisted them by providing technical advice and engineering services. Electricity was also provided at low cost to these cooperatives, and has been throughout their existence. In fact, the rates to the cooperatives have consistently been below the national average.



In our 1960-61 edition we introduced our readers to Mr. Don McCulloch, director of advertising, publicity, and public relations for the Mississippi Power Co., and Chairman of the advisory committee of the Freedom Forum. It is with deep regret that in this issue we announce the death of this valuable man. During the early morning hours on Christmas Eve he suffered a fatal coronary. His passing is a severe loss to the area, the state, and to us whom he had so sincerely befriended. We are privileged to have a story in this edition written by Mr. McCulloch which he did not wish bylined, but with permission from his widow we are identifying his writing.

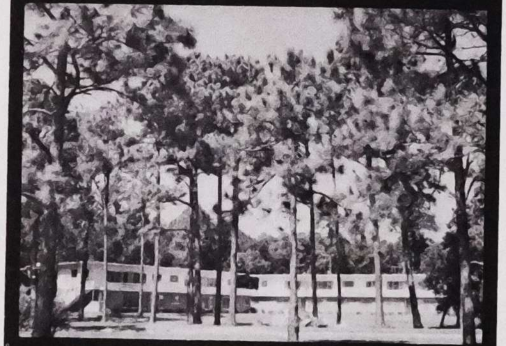
During the war years construction was restricted because of a shortage of materials and manpower. Since the end of World War II, the Company has constructed three high-pressure steam electric generating plants with a total capacity of almost 300,000 kilowatts, and will complete another generating unit of 112,000 kilowatts in 1962. At the same time hundreds of miles of transmission and distribution lines have been built along with numerous substations and allied equipment.

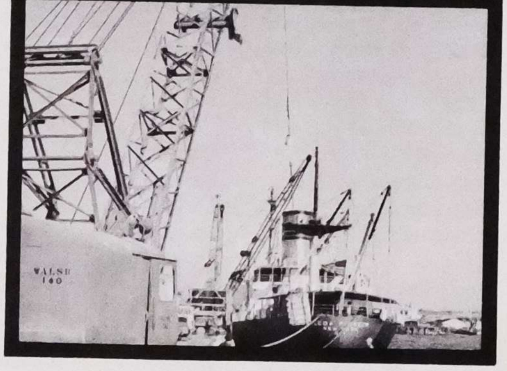
The founders' faith has been justified.

There is plenty of electricity and the price is low. Compare the 1925 average residential customer's use of 190 kilowatt-hours at a cost of 13.6c per kilowatt-hour to today's use of 3,498 kilowatt-hours at cost of 2.5c.

Although the strides made up to now have been impressive, officials of the Company believe that Mississippi is only now on the threshold of her greatest advance. And they are determined that in the future, as in the past, Mississippi will have all the electricity needed.

A city beautiful......





alert to progress in business industry commerce

Today's Gulfport is wide awake and growing fast. Businessmen keep pace with trends, citizens take pride in homes of distinctive charm, visitors find the best in seaside vacations, and industry is favored with all facilities for ease of operation.

Destined for greatness, our port is now undergoing a multimillion dollar expansion program. Ships from the world over arrive in ever increasing numbers.

Come on down—the folks who live and work in Gulfport will be pleased to welcome you to their beautiful city of sunshine and success.

GULFPORT

the coming center for world trade on the Gulf of Mexico

GULFPORT ●

POPULATION—1962 estimated—33,000.

LOCATION, CLIMATE, HIGHWAYS, TRANSPORATION, COMMUNICATIONS, (see county).

GOVERNMENT: Commission Council—Mayor and two commissioners elected at 4 year intervals, operating under code charter, incorporated 1898.

TAX STRUCTURE— Assessed valuation— $19, 595, 100 33% of real value. Bonded debt—$7,250,000 Homestead exemption—15 mills tax levies including Separate and Municipal School Districts. 52 mills.

SCHOOL SYSTEM—Public (white) 13, (Negro) 4 – total enrollment (white) 5961, (Negro) 1940. Parochial—3, enrollment 571—Private—2, enrollment 360.

MEDICAL FACILITIES—Memorial Hospital (General)—Eye, Ear, Nose and Throat Clinic, Asthma Clinic, Surgical Clinic.

CHURCHES—(white) 32—(Negro) 33 all major denominations.

RECREATIONAL FACILITIES—7 City Parks, Center of World's largest man-made Sand Beach, 3 baseball diamonds, 2 football fields, 3 theatres, 3 tennis courts.

CIVIC ORGANIZATIONS—American Legion, Chamber of Commerce, Masons, Lions, Civitan, Jaycees, Kiwanis, Red Cross, Jaycettes, Garden Clubs, V F W Auxiliary, Women's Club, Y.M.C.A., Boy and Girl Scouts.

TYPES OF INDUSTRIES—39 major industries including garments, chemicals, printing, advertising, bottling plants, bakeries, meat and seafood packaging and processing, freezing plants, milling, concrete pipe manufacturing, iron, steel and machine works, canning plants, drug laboratories, ice cream manufacturing, pecan packaging and shipping, paints and varnishes, marine motors, jute yarn, roving and twine, concrete blocks, awnings, aluminum extrusions, lumber building materials, sheet metals, dairies, plumbing, mattress manufacturing, disinfectants, compresses and warehouse, 21 major processors and dealers. Center of shopping in south Mississippi—Retail Sales Recap show sales Jan. through October 1951 totalled $28,502,992—Jan. through Oct. 1961 totalled $44,489,553.

PLANNING—1200 acre Industrial Park north of City located on U.S. 49; New Interstate 10; Harrison County Industrial Seaway "PORTAMERICAS".

Directly centered on the Mississippi Gulf Coast, Gulfport rises like the Colossus facing the open sea, denoting strength and durability in a city destined to assume gigantic proportions. Recognized as the business mecca of the coast, Gulfport has more than doubled its population during the past ten years. This growth has been steady, but as yet the city has not actually begun to realize its true potential. Natural advantages, focal distances, and desirable land for expansion, lend status in creating favorable reaction from the nation toward this city which has so much to offer.

Not only is Gulfport prosperous from its retail trade, it also ranks among the top industrial cities of the state with varied manufacturing installations contributing toward its economy. Its location places it in the center of the tourist attractions of Harrison County. Tourism is the second largest source of the state's income with one-third of the entire state tourist business gravitating toward Harrison County and spending millions of dollars annually, Gulfport benefits considerably from this source.

Unlike older cities of the coastal area, Gulfport is modern in all respects. Wide streets and sidewalks are kept in excellent condition, and the town is platted for convenient accessibility. In business and shopping districts, antiquated structures are being replaced. During the past two years business areas of the city have been extended considerably with a decided trend toward migrating north from the beach along U. S. 49, and east along the Old Pass Road toward Biloxi area. Residential sections contain good housing with the majority of the homes above average denoting substantial incomes for most families. In more highly restricted areas there are many fine dwellings surrounded by landscaped grounds. Excellent public services including police and fire protection and highly accredited modern schools surrounded by large playgrounds are provided and maintained by the city.

Among financial institutions the Hancock Bank represents the largest banking establishment in South Mississippi and plays an active role in furthering interests in both Harrison and Hancock Counties, as well as providing employment for several hundred people in the six branches it operates. Other banks and homesteads located in the city also contribute financial assistance thus aiding in the united effort to build the area.

The city is fast gaining a reputation as a medical center, and boasts the services of many renowned specialists in all fields of medicine and dentistry. The area is highly recommended as being helpful in the treatment of asthma and several noted specialists in this field have established clinics where successful treatment has relieved sufferers from this disease.

CHAUNCEY HINMAN

Waters around Gulfport are dotted with sparkling sails during spring, summer, and fall

Information forwarded to the monitor from Mr. Sam Williams, Chamber of Commerce Manager, states, "the planned industrial park to be located just north of the city seems to be our biggest new development at this time. This 1200 acre Industrial Park, located on U. S. 49 and the new Interstate Highway 10, will be connected to the "PORTAMERICAS" channel and will provide barge service to any new industries that locate in the industrial park".

In limited space it is difficult to review the many facets of a growing community, however, from observation, Gulfport is a city where clean, healthy activities are enjoyed, where many churches of all denominations guide citizens in Christian living, where well tended homes indicate proud residents, where unemployment is not prevalent, and where wisdom and stability in leaders in all fields of endeavor predicates a brilliant future.

Long established in Gulfport, Irby Bros. Machine & Iron Works has found this port city ideal

COURTESY HANCOCK BANK

百羅入口公司

JOHN BELL • IMPORTER

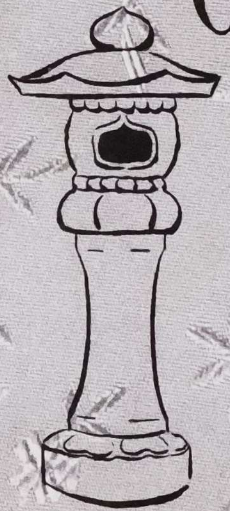
International in scope—the John Bell Company—founded seven years ago on the Mississippi Gulf Coast—has added a new trade area on the tropical island of Puerto Rico.

Amid the verdant setting of San Juan, at 1020 Ashford St., the latest addition to the Bell Enterprises is catering to fair ladies and gallant men who visit or live on this enchanted island, which has long been an established port of call for sailing vessels of the glamorous Spanish Main—and where luxurious living and world treasures have been enjoyed and appreciated for centuries.

Opportunities to purchase and own the Master Craft Custom Tailored Clothing provided by John Bell Importers is available at three locations on the Mississippi Gulf Coast. Headquarters are in the exotic glass and gold oriental designed home of the company on the Beach in Mississippi City, midway between Biloxi and Gulfport; in the Buena Vista and Sun 'N Sand Hotels in Biloxi; and at 521 Rue Royal, and in the Royal Orleans Hotel in New Orleans, La.

From all parts of the globe the House of Bell collects the finest materials—designers create individually styled garments—measurements and materials are sent via air express to their Hong Kong factories where the finest tailors in the world cut and execute to design.

An aura of distinction is prevalent with every item of clothing produced by John Bell Importer. It is this distinction which proclaims silently but visually that quality is the predominant factor responsible for the phenomenal rise of this important business of the Mississippi Gulf Coast.



John Bell
IMPORTER

MISSISSIPPI • LOUISIANA—USA
HONG KONG • PUERTO RICO •

STATE PORT OF GULFPORT

During 1962 in excess of $2,000,000 will be spent on improving and expanding facilities of the port of Gulfport—another assurance that the destiny of the city of Gulfport is one of phenomenal growth.

Located on the north shore of Mississippi Sound, 11½ miles from Ship Island light house and about mid-way, by rail, between New Orleans and Mobile, the port is reached by a 300 foot wide channel (12 miles long, with a minimum depth throughout of 30 feet at mean low tide) between Ship and Cat Islands.

Rules and regulations for operation of the Port of Gulfport, Mississippi's only state owned port, are directed by the Gulfport State Port Authority and Richard B. Swenson, Port Director.

Terminals consist of dock and shipside warehouses on the west side of the anchorage basin where 1800 feet of berth space is available. Steel and concrete warehouses consist of 8 sections, each 120 feet by 220 feet, and a four-section, steel-reinforced concrete warehouse, each section 160 feet by 220 feet, a total of 352,000 square feet of inside storage. Warehouses are sprinkler equipped. Shipments can be received and dispatched by water, rail or truck. There are three marginal shipside tracks permitting direct transfer of cargo between ships and cars and three additional depressed tracks for receiving and shipping cargo through warehouses.

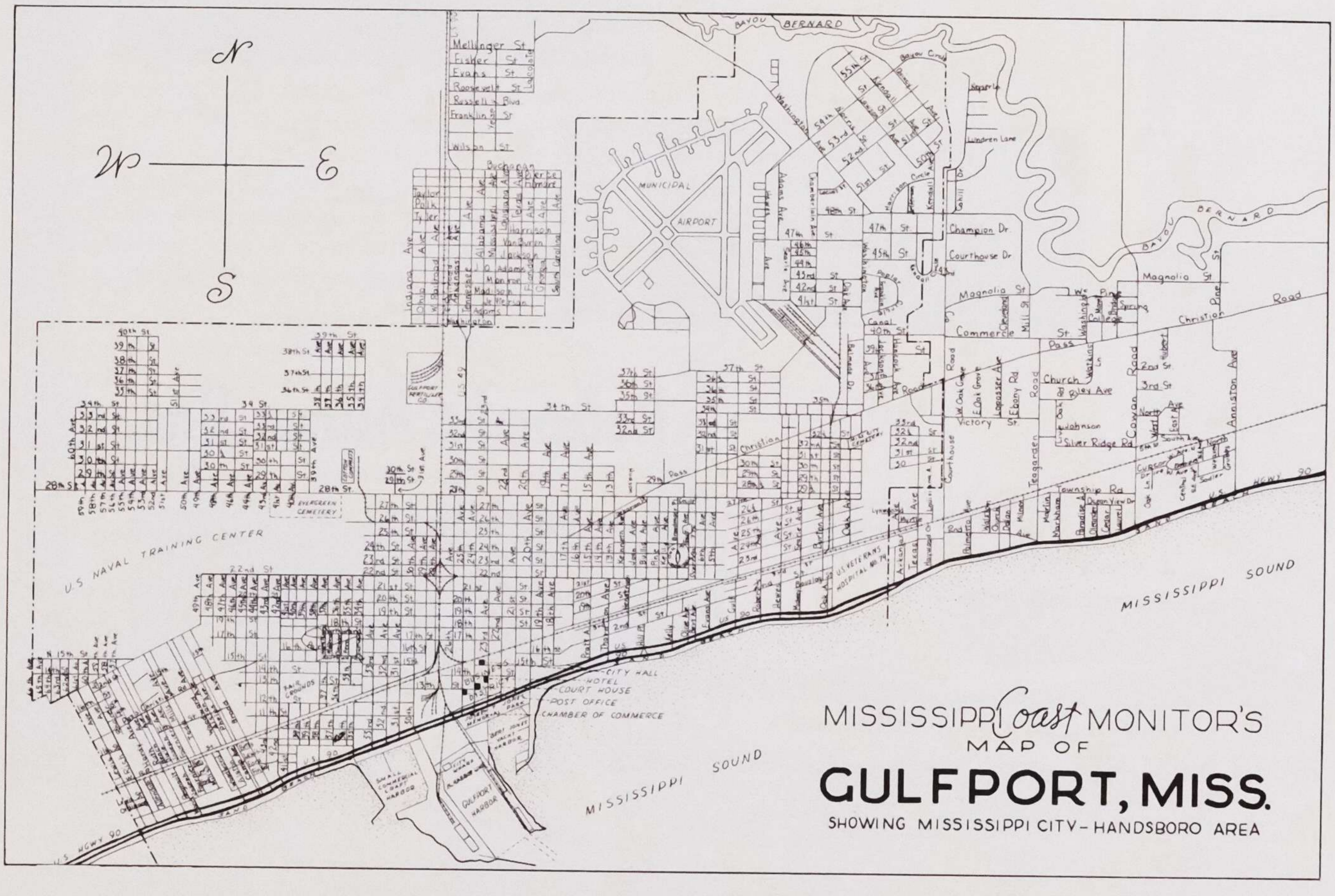
The harbor is a dredged, rectangular basin about one-fourth mile wide and one-half mile long protected by piers and breakwaters. The depth of the water in the harbor basin and along side wharves is 32 feet, with tidal variation of approximately two and one-half feet.

On the east side of the harbor is a 925 foot dock owned and operated by the Port Authority. A transit warehouse with approximately 50,000 square feet of storage space is on the east pier dock.

Charge for pilotage is $6.00 per foot of draft, in or out, except on small coastwise vessels, on which pilotage is not compulsory. Harbormaster's fee is $20 per vessel with a $15 charge for each shift of vessel. No towboat is necessary.

Among important developments during 1961 was increased operation of banana imports from Latin America. Ships operated by the Effo Banana Sales Corp., New Orleans, dock weekly, discharging cargoes of from 36 to 45 thousand stems of bananas.

An operating budget for 1962 fiscal year providing expenditures of $224,170 were given final approval Dec. 27, by the Port Authority, following submission and approval of budget provisions by the Mississippi Agricultural and Industrial Board and the state commissioner of budget and accounting. Port officials expect income totaling $270,000 for 1962, with a net operating profit of $45,830. $131,000 derived from a 2-mill tax collection on the basis of the 1961 valuation is also anticipated. During this period bond service is expected to require expenditure of $72,223, with an estimated surplus of $104,606.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BAYOU BERNARD
MUNICIPAL AIRPORT
Champion Dr.
Courthouse Dr.
Magnolia St
Commerce St.
Pass Road
Christian Road
U.S. NAVAL TRAINING CENTER
EVERGREEN CEMETERY
U.S. VETERANS HOSPITAL
CITY HALL
HOTEL
COURT HOUSE
POST OFFICE
CHAMBER OF COMMERCE
SMALL CRAFT HARBOR
GULFPORT HARBOR
U.S. HWY 90
MISSISSIPPI SOUND
MISSISSIPPI SOUND
MISSISSIPPI Coast MONITOR'S
MAP OF
GULFPORT, MISS.
SHOWING MISSISSIPPI CITY - HANDSBORO AREA

The Home is
the Keystone
of the
Community

"'tis the keystone that makes the arch"

Ben Jonson

Beach Vista

PASS CHRISTIAN

Barkley Manor

Pass Christian

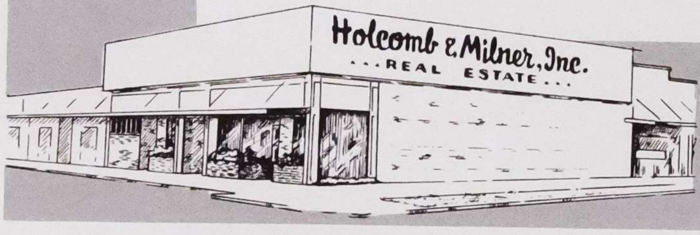
SHERWOOD ESTATES

MISSISSIPPI CITY

EDGEWATER

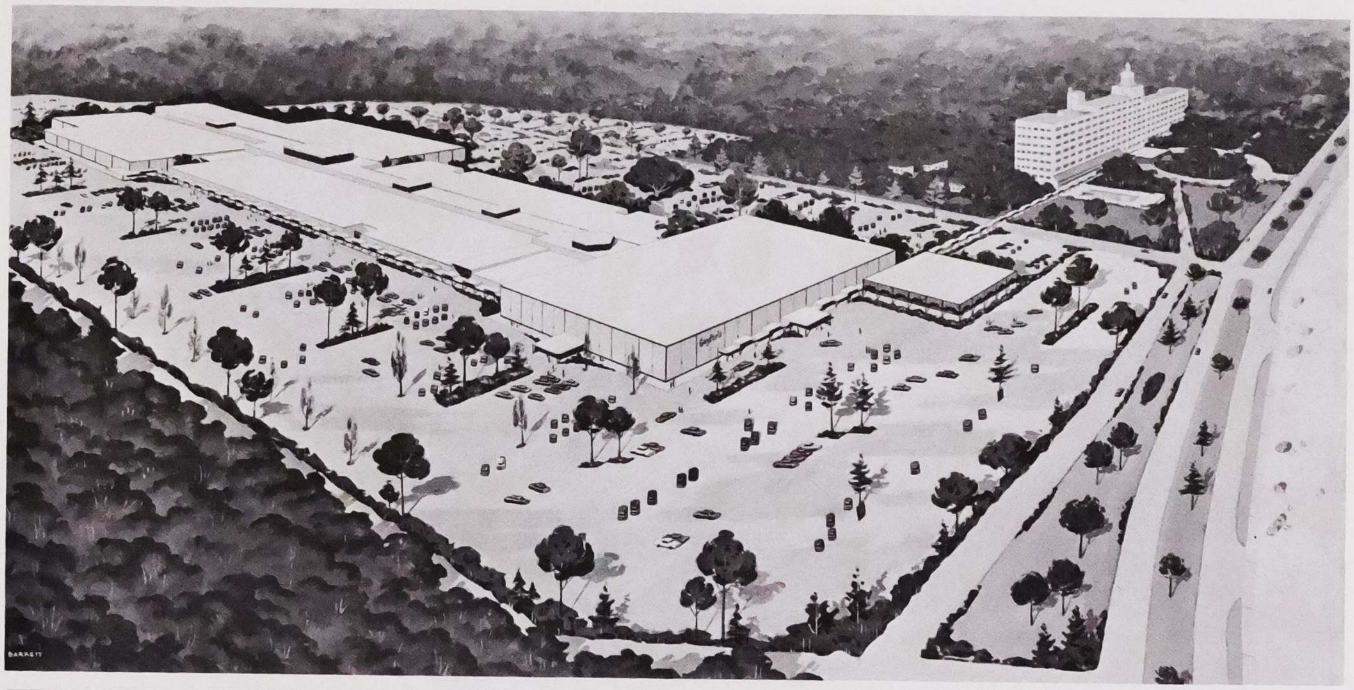
Estates Park

Holcomb & Milner, Inc.


Holcomb & Milner, Inc.
...REAL ESTATE...

REAL ESTATE
RENTALS
INVESTMENTS
MORTGAGES

2300 14th STREET
GULFPORT, MISS.
UN 4-3050



Architect's drawing of Edgewater Plaza Mall designed by August Perez and Associates and scheduled for construction in 1962.

.... *Perfect* .... for Conventions and Vacations

For your dream of a vacation—a whole resort city under one roof located on 700 acres of beautiful tree-covered grounds bordered by the sparkling white sand and blue water of the Gulf of Mexico. To add to your pleasure there's a swimming pool, wading pool for the little ones, tennis, shuffleboard, badminton golf—on a championship 18 hole course, fishing, sailling, horseback riding, sightseeing. You've never before found so much concentrated enjoyment in such a setting of loveliness and comfort.

Conventions prefer the Edgewater because it offers every facility for a successful and enjoyable gathering. Fifteen handsome meeting rooms complete with public address systems, projection apparatus, and lecterns; Large convention hall in separate building adjoining hotel; beautiful Hawaiian lounge for social gathering.

write or phone for reservations
UNiversity 4-1312
Reginald G. Nefzger, General Manager

The Edgewater Gulf Hotel

A RESORT OF DISTINCTION
EDGEWATER PARK • MISSISSIPPI

NEW
BEAUTIFUL
IDEAL
LOCATION
for carefree living

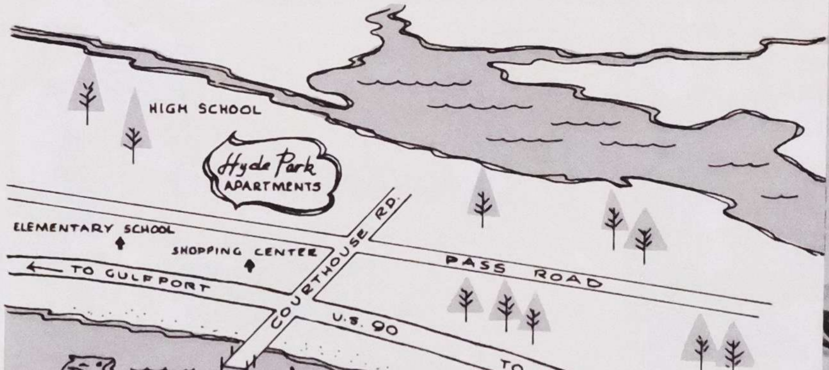
Hyde Park

APARTMENTS

BILOXI . . . . GULFPORT

Enjoy the luxury of year-round controlled temperature—delightful coolness in summer, comfortable warmth in winter. Housework dwindles to a mere nothing with indoor air humidity controlled and dust free. Excellent engineering and thoughtful construction detail assures residents of a dwelling that is fireproof, soundproof, storm proof, adding an extra dimension in relaxation to your daily living. Enjoy the better way—the ideal way, through the magic of all electric living in maintenance-free Hyde Park Apartments. Only minutes from every diversion to enrich your leisure hours with more fun than you've ever known.

Direct inquiries to Arthur Pogue, manager . . . P. O. Box 823, Gulfport, Miss., Telephone 864-2310


HIGH SCHOOL
Hyde Park
APARTMENTS
ELEMENTARY SCHOOL
SHOPPING CENTER
TO GULFPORT
COURTHOUSE RD.
PASS ROAD
U.S. 90
TO BILOXI

HYDE PARK APARTMENTS •

by Caroline Kiefer

On Sept. 9, 1961, Miss Ruth Ann Taylor, Gulfport's "Miss Hospitality" cut the ribbon at ceremonies which officially opened Hyde Park Apartments, the state's largest private housing facility of its type and the first all electric unit located on the Mississippi Gulf Coast.

The $2,500,000 facility owned by Hyde Park, Inc., whose President R. W. Hyde, Jr., insisted on the finest construction possible, was designed and built by the H & F Engineering Co., Gulfport. H. D. McLemore, Vice President, and D. C. Weiss, Secretary-Treasurer of the firm supervised all construction.

Three convenient floor plans were used in the designs, allowing prospective tenants to select one, two, or three bedroom units. All of these garden type apartments contain ample locker and storage space, are equipped throughout with easy care vinyl flooring, complete Westinghouse kitchens, including refrigerators and ranges, with connections for washing and drying machines. Westinghouse year-round weather conditioning assures no more than five degree changes in temperatures, with multi-channel TV antenna available at no added costs.

Designed for beauty and comfort, plus maximum convenience—no sacrifice was allowed in hidden materials. Constructed of reinforced concrete, with prestressed beams between flooring, and precast roof rafters, the buildings can safely withstand winds of hurricane force. Maximum privacy is assured each dwelling by the use of tectum panel insulation for soundproofing.

Wide, hard surfaced streets are well lit by use of a specially designed Westinghouse vapor street lighting system. Ample off street parking is provided each apartment. Inner courtyards contain grassy playgrounds for children. All city conveniences are enjoyed by residents of Hyde Park.

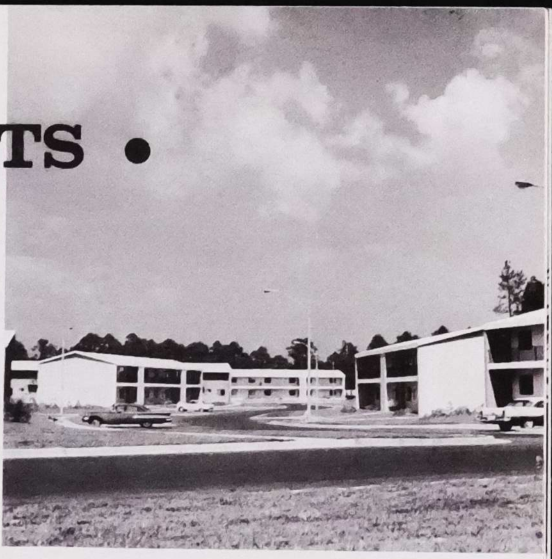
A filtered and fenced in swimming pool will soon be built for exclusive use by residents of Hyde Park. A life guard will be in attendance for safety measures.

In designing, the engineers did not underestimate the beauty of trees, and many fine, large trees were left standing to provide shade spots on the green carpets of lawns. Maintenance of grounds and buildings is provided at no extra charges.

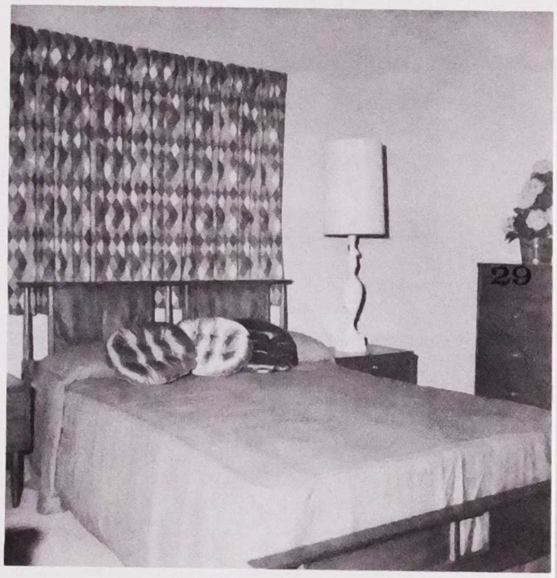
These highly desirable apartments are reasonably priced, ranging from $85 to $125 unfurnished, with slightly increased charges if furnished.

Located in the center of the Mississippi Gulf Coast region, the apartments are ideal for residents who may wish to commute to Pascagoula, a distance of approximately 25 miles east on U. S. 90, or to New Orleans, La., approximately 70 miles west on U. S. 90. Other conveniences of location include a new shopping center directly across the street, public bus transportation, elementary and high schools, churches, golf courses, Yacht Harbor and Recreation Center, fresh and salt water fishing grounds, bowling alleys, and interesting and historical landmarks.

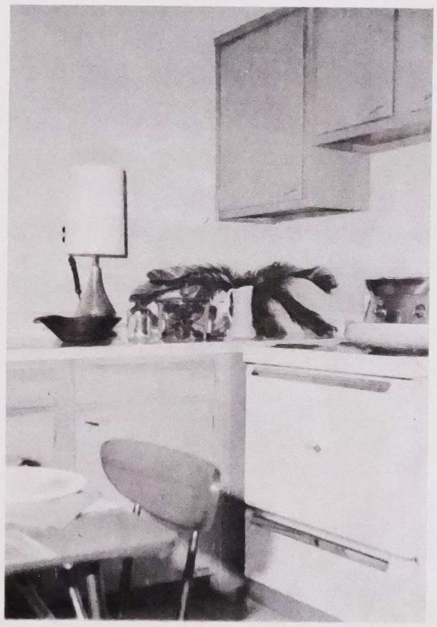
Hyde Park Apartments offer maximum advantages for comfortable, convenient, leisurely living, with minimum strain on budgets. For complete details on this newest, most desirable Gulf Coast accommodation contact Arthur Pogue, Manager; P. O. Box 823, Gulfport, Miss.



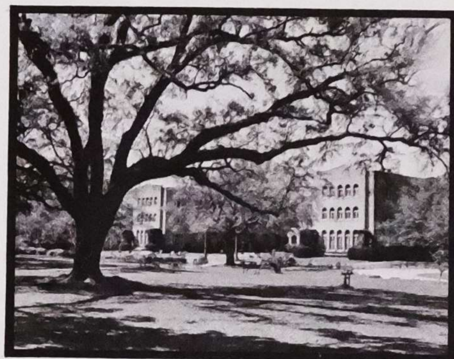
At Hyde Park Apartments spacious grounds and wide paved streets banish the usual confined atmosphere of apartment living and create the feeling of living in a vast park. Wide vistas of sunlit blue skies and green trees are viewed from window or porch.



A typical bedroom where tectum panel construction asures restful quiet for a good nights sleep or children's naptime. Sounds do not penetrate this modern insulating material.



Attractive, spacious kitchens at Hyde Park Apartments are equipped with Westinghouse refrigerators and stoves. Year-round air conditioning makes housework easier. Views, at right and left, of kitchen in model apartment show attractive natural wood cabinets, ample work space and easy-care vinyl flooring.



Pattern for a City Growing . . .

• •

An obvious pattern, so that all may take of the opportunity and join in the planning, building, and sharing of the benefits that here exist for industry, business, and the individual. Good government, all municipal services, good schools, constant civic development and improvement, all in a location with ideal climate and a wide choice of diversions for your leisure hours.

LONG BEACH
MISSISSIPPI

IN HARRISON COUNTY
HOME OF PORTAMERICAS

CUISINE PAR EXCELLENCE

the finest cuisine on the Gulf Coast......

For those who enjoy a truly superb meal, dining at Gus Stevens is a must. Expert chefs prepare gourmet dishes with only the finest and freshest meats and vegetables from Gus Stevens' own Rainbow Ranch. Impeccable service in delightful surroundings make dining a pleasure—not a necessity—at this, the Coast's most beautiful restaurant.

FOR LATE EVENING DINING
VISIT OUR FAMED
BUCANEER SUPPER CLUB

THE NEW
Gus Stevens

LONG BEACH ●

POPULATION: 4,769, 1961 census.

LOCATION: On U. S. 90 facing Mississippi Sound Approx. 65 miles east of New Orleans and Approx. 4 miles west of Gulfport.

CLIMATE, HIGHWAYS, TRANSPORTATION: UTILITIES: COMMUNICATIONS: (see county.)

LOCAL NEWSPAPERS: Gulfcoast Weekly.

TYPE OF GOVERNMENT: Aldermatic-Mayor and Board elected at four year interval, operating under Code Charter, Incorporated Aug. 10, 1905.

TAX STRUCTURE: Tax levies 41.25 including Municipal and Separate School Districts, Homestead exemptions 15 mills. Assessed valuation: $8,500,000 Approx. 30% of real value. Bonded debt: $679,000.

PUBLIC SCHOOL SYSTEM: Plants, 1 Senior High School, 1 Junior High School, 1 Elementary (white) total enrollment 1385; Private Schools, 1, Gulf Park College, Senior High and Junior College, enrollment 1200; Parochial, 1, enrollment 275.

MEDICAL FACILITIES, 2 Medical Clinics, 2 Dentists.

CHURCHES: (white), Catholic, Baptist, Presbyterian, Nazarene, Methodist, Unitarian-Universalist. (Negro) Church of God, Holiness Pilgrim.

RECREATIONAL FACILITIES: City Park, public beach with park, pier, fishing jetty, small craft harbor.

CIVIC ORGANIZATIONS: Garden Club (Garden Center), Chamber of Commerce, Junior Chamber of Commerce, Lions, Masons, Girl and Boy Scouts, Jaycettes, Lions Auxiliary, Eastern Star.

INDUSTRIES: Hahn Nursery, Industrial Park in planning stage, several industrial prospects.

CITY PLANNER: Dawson, Gilbert and Pilser, Baton Rouge, La.

Facing the Gulf of Mexico with six miles of wide sand beach frontage, Long Beach is one of the most desirable residential locations of the Mississippi Gulf Coast. This is confirmed by the fact that 1,500 building permits have been issued for construction of new homes, work to begin January, 1962.

This well kept town with excellent facilities and wide, tree-shaded streets offers asylum from the hustle and hurry of big cities, yet is so near Gulfport it could be considered a suburb, and many of its citizens are engaged in business in the larger city.

With industry on the march into coastal Mississippi, Long Beach, although primarily a residential community, has plans under consideration for creating an industrial area. One prosperous industry which has been established for some time is the Hahn Nursery, one of three units in the United States operated by Hahn interests. The local installation, largest of its kind in the south, covers 150 acres, growing small plants which are sold to chain stores and florists throughout the nation. The city also caters extensively to the tourist trade and contains ten motor hotels, several of which are complete resort and vacation centers.

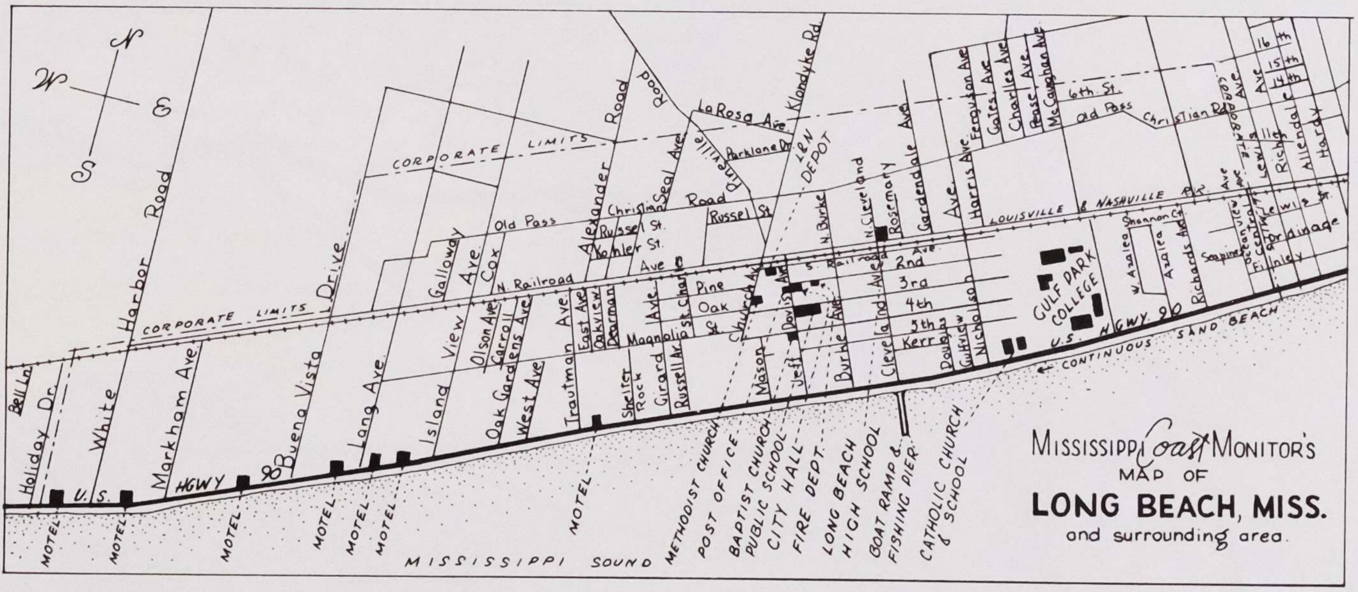
An up-to-date shopping center, with completion and openings scheduled for late spring, is under construction. This facility is located on the beach at the principal intersection and will contain modern stores offering one stop shopping accommodations. Ample parking areas will be provided for the convenience of motorists.

Public pier and playground equipment on the beach at Long Beach attract residents and visitors alike.

The business section of town has taken on a new look with construction of new public buildings. The attractive City Hall, Post Office, Hancock Bank, several office buildings, and schools are a few recently erected structures which are assets. Long Beach offers opportunities for small business and has shown a substantial increase of such ventures during the past year.

The Long Beach Garden Club is a vibrant organization which contributes to the congenial social atmosphere enjoyed in the city. Ensconced in their own Garden Center, members participate in coast and state Garden Club activities and play an important role each year during the Mississippi Gulf Coast Garden Pilgrimage.

Akin to all cities of coastal Mississippi, the people of Long Beach are friendly. They extend cordial reception and offer assistance to ease the path for newcomers in adjusting to changed environments. An active Chamber of Commerce is another asset possessed by the town. Mrs. Lois Baker, Secretary, will gladly provide detailed information upon request.


MISSISSIPPI Coast MONITOR'S
MAP OF
LONG BEACH, MISS.
and surrounding area.
N
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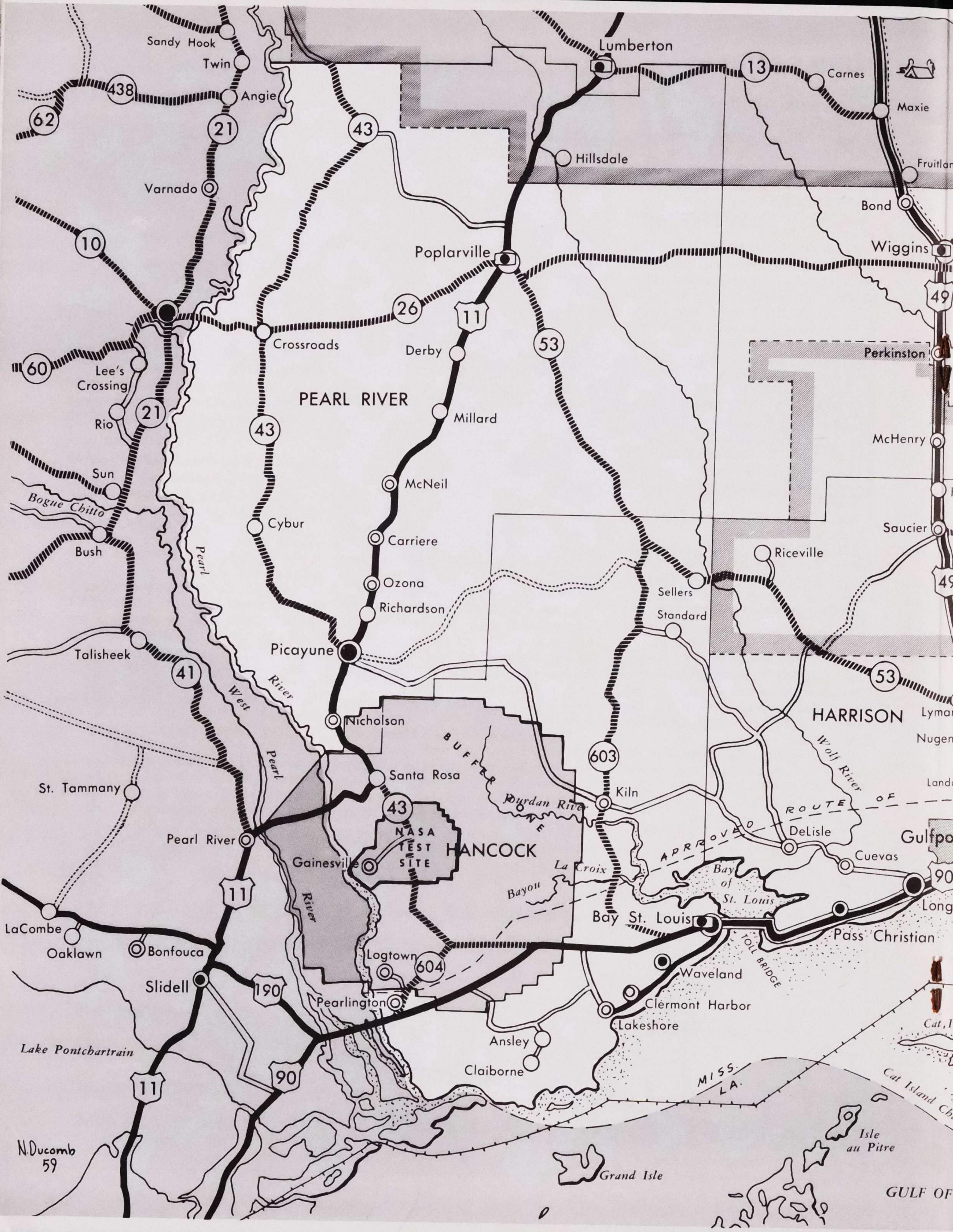
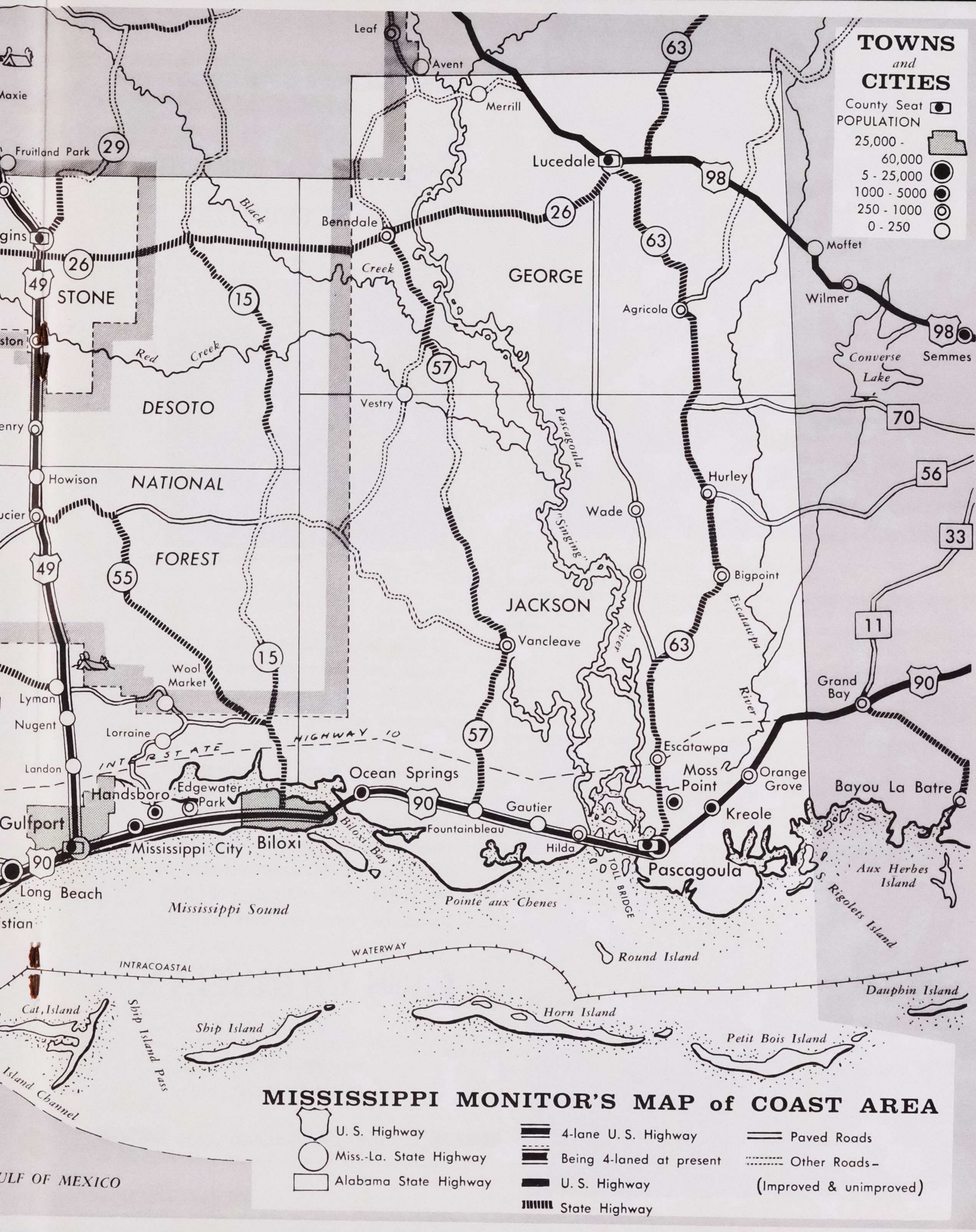
CORPORATE LIMITS
MISSISSIPPI SOUND
U.S. HGWY 90
CONTINUOUS SAND BEACH
LOUISVILLE & NASHVILLE RR
GULF PARK COLLEGE
L&N DEPOT
MOTEL
METHODIST CHURCH
POST OFFICE
BAPTIST CHURCH
PUBLIC SCHOOL
CITY HALL
FIRE DEPT.
LONG BEACH HIGH SCHOOL
BOAT RAMP & FISHING PIER
CATHOLIC CHURCH & SCHOOL
Bell Ln
Holiday Dr.
White Harbor Road
Markham Ave
Buena Vista Drive
Lang Ave
Island View Ave
Galloway
Cox
Olson Ave
Carroll
Oak Gardens Ave
West Ave
Trautman Ave
East Ave
Oakview
Dearman
Alexander Road
Road
Seal Ave
Girard Ave
Russell Av
St. Charles
Shelter Rock
Magnolia
Pine
Oak St.
Old Pass
Christian Road
Russel St.
Kohler St.
N Railroad Ave
LaRosa Ave
Parklane Dr
Pineville
Klondyke Rd
Church Av
Mason
Davis Av
Jeff
Burke Ave
N. Burke
S. Railroad Ave
N. Cleveland
Cleveland Ave
Rosemary
Gardendale Ave
2nd
3rd
4th
5th
Kerr
Douglas
Gulfview
Nicholson
Ave.
Harris Ave
Ferguson Ave
Gates Ave
Charles Ave
Pease Ave
McCaughan Ave
6th St.
Old Pass
Christian Rd
Shannon Ct
W. Azalea
Azalea
Richards Ave
Seapines
Oceanview Ave
Central Ave
Lewis
Richs
Allendale
Hardy
16th
15th
14th
Lewis St.
Drainage
Finley

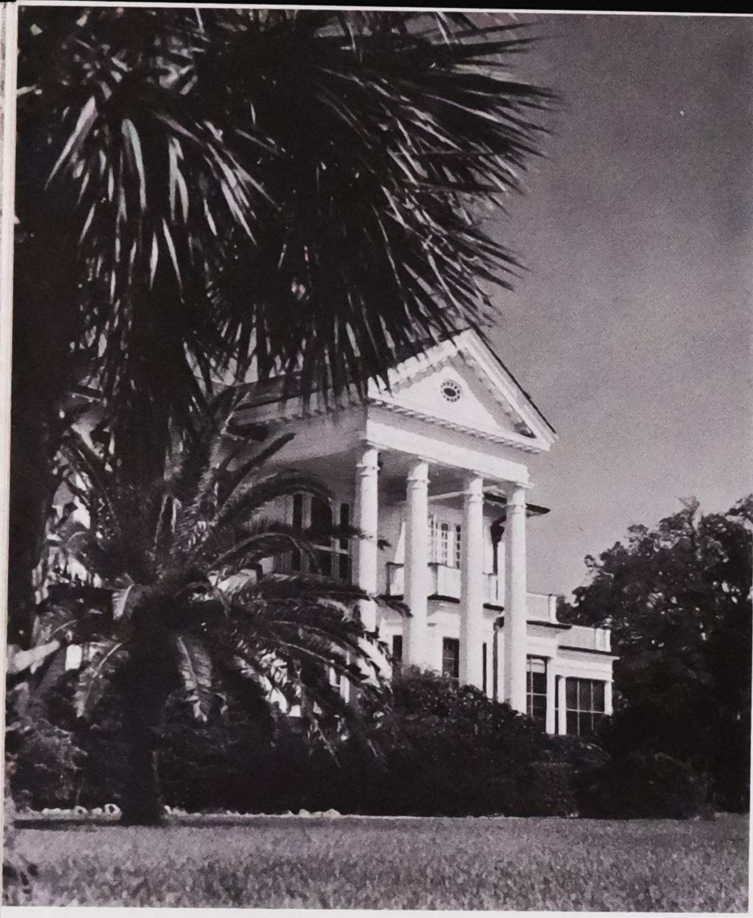


Sandy Hook
Twin
438
Angie
62
21
43
Lumberton
13
Carnes
Maxie
Hillsdale
Fruitlan
Varnado
Bond
10
Poplarville
Wiggins
49
26
11
53
Crossroads
Derby
Perkinston
60
Lee's Crossing
Rio
21
PEARL RIVER
Millard
43
McHenry
Sun
McNeil
Bogue Chitto
Bush
Cybur
Carriere
Saucier
Pearl
Riceville
Ozona
Sellers
49
Richardson
Standard
Talisheek
Picayune
41
West
River
53
HARRISON
Lyma
Nicholson
Nugen
BUFFER ZONE
Pearl
Wolf River
603
St. Tammany
Santa Rosa
Kiln
Land
Jourdan River
ROUTE OF
43
APPROVED
Pearl River
NASA TEST SITE
HANCOCK
DeLisle
Gulfpo
Gainesville
La Croix
Bay of St. Louis
Cuevas
90
Bayou
River
11
Long
LaCombe
Bay St. Louis
Pass Christian
Oaklawn
Bonfouca
Logtown
604
TOLL BRIDGE
Waveland
Slidell
190
Pearlington
Clermont Harbor
Lakeshore
Cat, I
Lake Pontchartrain
Ansley
Claiborne
90
MISS.
LA.
Cat Island Ch
11
N.Ducomb 59
Isle au Pitre
Grand Isle
GULF OF



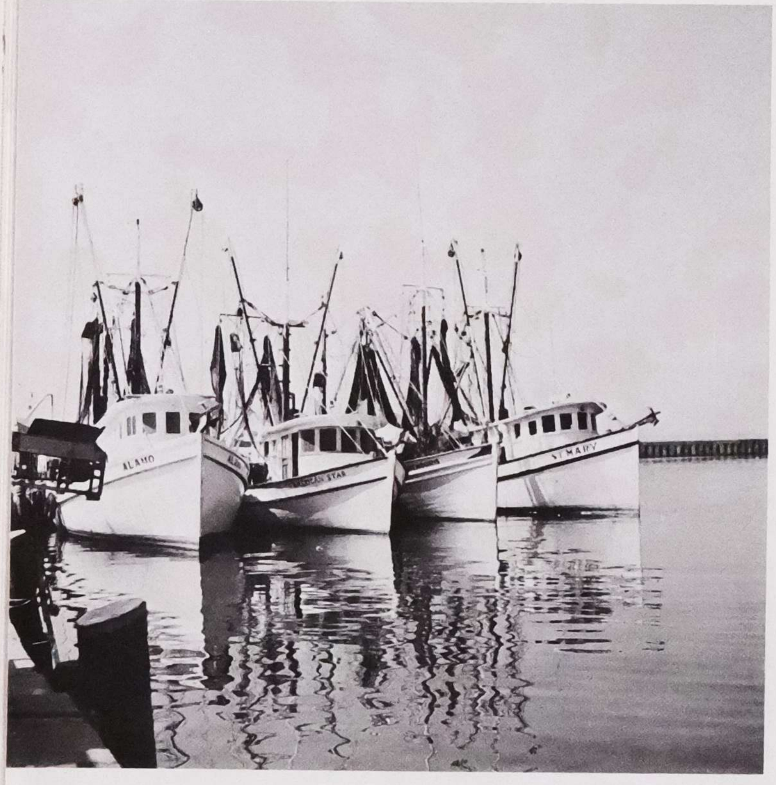
MISSISSIPPI MONITOR'S MAP of COAST AREA

TOWNS and CITIES
County Seat
POPULATION
25,000 - 60,000
5 - 25,000
1000 - 5000
250 - 1000
0 - 250
U. S. Highway
Miss.-La. State Highway
Alabama State Highway
4-lane U. S. Highway
Being 4-laned at present
U. S. Highway
State Highway
Paved Roads
Other Roads-
(Improved & unimproved)
Leaf
Avent
Merrill
Maxie
Fruitland Park
29
63
Lucedale
98
26
Benndale
Black Creek
GEORGE
Agricola
Moffet
Wilmer
Semmes
Converse Lake
STONE
49
15
Red Creek
57
Vestry
DESOTO
NATIONAL
FOREST
70
56
33
Howison
Hurley
Wade
Pascagoula "Singing" River
55
JACKSON
Bigpoint
Escatawpa River
Vancleave
11
Grand Bay
90
Wool Market
Lyman
Nugent
Lorraine
Landon
INTERSTATE HIGHWAY 10
Escatawpa
Moss Point
Orange Grove
Bayou La Batre
Kreole
Ocean Springs
Handsboro
Edgewater Park
Gulfport
Mississippi City
Biloxi
Biloxi Bay
Fountainbleau
Gautier
Hilda
TOLL BRIDGE
Pascagoula
Aux Herbes Island
S. Rigolets Island
Long Beach
Mississippi Sound
Pointe aux Chenes
INTRACOASTAL WATERWAY
Round Island
Dauphin Island
Cat Island
Ship Island Pass
Ship Island
Horn Island
Petit Bois Island
Island Channel
ULF OF MEXICO



⬆ Bellevue, the magnificent William Holcomb residence at Pass Christian is one of the showplace homes of the Mississippi Coastal Area.

The fishing fleet anchored in Pass Christian harbor creates fascinating light patterns on the water and provides ideal subject matter for artists and photographers. ⬇



Elegant is the word FOR PASS CHRISTIAN

Unique among resort centers of the South, this charming city offers true southern hospitality and a haven of gracious serenity. Rich in tradition and history, it has a fascination few can resist. Among its residents are people from every corner of our country who found a dream realized here on the Gulf Coast of Mississippi. You, too, will fall under the spell of Pass Christian, where days of pleasure to suit your every whim await you

PASS CHRISTIAN

home of yachting in the south
prestige resort and
residential center

FOR OVER ONE HUNDRED YEARS

PASS CHRISTIAN ●

POPULATION: (Corporate limits—1960 census), 3,881.

CLIMATE, HIGHWAYS, TRANSPORTATION, UTILITIES, COMMUNICATIONS: (See County).

WATER: Deep artesian wells municipally owned.

GOVERNMENT STRUCTURE: Aldermatic, Code Charter, Mayor and Board of Aldermen elected at 4 year intervals, incorporated as a town 1830, as a city 1886.

TAX STRUCTURE: In city, 46.00 mills full; Outside city, 28.00 mills full; Homestead exemption inside city, 31.00; Homestead exemption outside city, 13.00; Homestead exemption of 15 mills up to $5,000.00.

Assessed valuation, Inside personal, $387,252.00; Outside, $187,180.00; Real, Inside, $2,744,950.00; Outside, $1,650,475.00; Public Utilities, Inside, $581,667.00, $466,435.00, (Pass Christian Separate School District.) Assessment practices, 25% of real value.

Bonded debt, $203,000.00.

SCHOOL SYSTEM: Public (white), No. of plants, 3; enrollment, 766; (Negro), No. of plants, 2; enrollment, 489; Private (1 white) enrollment, 125; Parochial (1 white), enrollment, 133.

MEDICAL FACILITIES: (See County), Dixie White House Nursing Home.

CHURCHES: (White), 4 denominations—Baptist, Episcopal, Methodist, Catholic. (Negro) 5—Baptist, African Methodist, Episcopal, Methodist, Catholic, Sanctified Church of God. 1 Retreat Hall owned and operated by the Jesuit Order of the Roman Catholic Church. 1 Summer camp for young people owned by the Mississippi Baptist Assn. Gulfshore Baptist Assembly at Henderson Point. Pine Hills Seminary operated by the Oblate Fathers (Roman Catholic).

RECREATIONAL FACILITIES: City Memorial Park, Sand Beaches, Public Pier, 18 Hole Golf Club, Yacht Club, Tennis Courts, Baseball Park, Aquatic Sports, Annual Fishing Tournament, Prizes Awarded. City maintained library.

CIVIC ORGANIZATIONS: Chamber of Commerce, Rotary Club, Lions Club, Jaycees, Jaycettes, Women's Civic League, League of Women Voters, Veterans of Foreign Wars, Volunteer Fire Department, Knights of Columbus and Auxiliary, Beta Sigma Phi, P.T.A., Pass Christian High School Alumni.

INDUSTRIES: Pass Christian Garment Plant; Shrimping, Fishing and Oystering.

This lovely city of the Mississippi Gulf Coast is not merely recognized as a name, but as a symbol denoting a gracious way of life which is fast becoming obsolete in this rushing era of progress known as the atomic and space age.

Facing the waters of the Mexican Gulf, Pass Christian is dear to the hearts of all Mississippians. It is pointed out with pride to visitors as the first established resort on the Coast. Its many traditional and gracious manor homes are reminiscent of the tranquility of the past. It is a mecca in which fortunate residents are privileged to retire from harrassments of the bustling activities connected with the work-a-day world.

Make no mistake, however, Pass Christian is no "Sleepy Hollow" village. It is as modern as tomorrow's fashions. Its people are energetic and farsighted. It is these qualities which they have employed in setting a distinctive pattern of life for residents of this charming community.

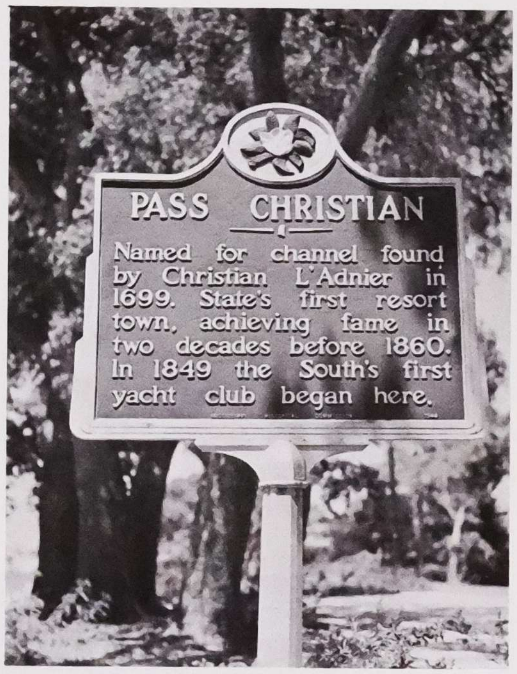
The thunder of industry is clapping loudly these days throughout Coastal Mississippi. With the approach of refineries, rocket engine testing sites, and industries which follow such installations, a haven is needed where the executive, as well as the technician and laborer, can find refuge for himself and his family. Pass Christian is such a haven. Sufficiently removed from the smokestacks and blasts of industry, it remains within short commuting minutes to on the job installations.

Housing accommodations run the gamut from colonial, to georgian, to modern—from mansions to cottages; all featuring convenient, up-to-the minute facilities.

A calm, restful atmosphere is maintained by luxuriant plant growth, landscaped gardens, and well tended, tree shaded streets. Relaxation is provided by such installations as golf and yacht clubs, City Park and playgrounds, exquisitely conditioned white sand beaches, all manner of aquatic sports, youth organizations, Mardi Gras celebrations and sailing regattas.

Again make no mistake, Pass Christian is not content to merely house residents. It also provides payrolls benefiting several hundred people. Certain types of industry are welcomed, and small business flourishes. Industrial ventures, however, are carefully screened to prevent a possibility of creating unpleasant conditions which might have a tendency to mar the cherished living of the city.

During 1962 there will be an invasion of new residents seeking suitable homes in the Mississippi Gulf Coast region. Pass Christian, with its many new land and housing developments, is prepared to offer asylum to those who wish to become part of a happy, healthy community.

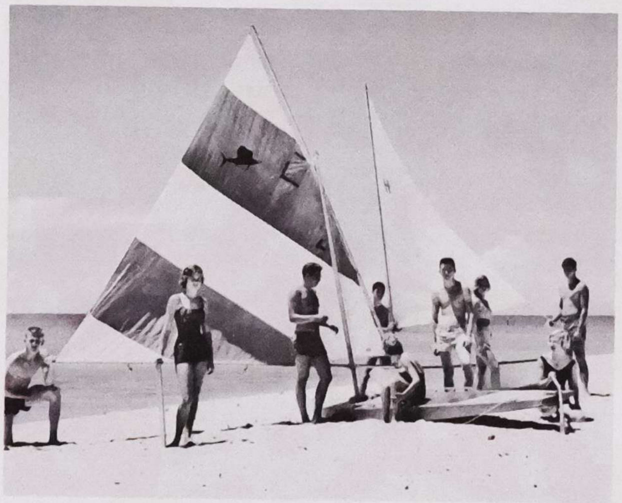

PASS CHRISTIAN
Named for channel found by Christian L'Adnier in 1699. State's first resort town, achieving fame in two decades before 1860. In 1849 the South's first yacht club began here.

Marker of Mississippi Historical Commission.

Topping its "many facilities for living" invitation are its fine schools. Public, private, and parochial schools are available. Today's residents of Pass Christian are aware that its youths are tomorrow's citizens. The town has established every convenience to assure today's youth there is no lack of educational facilities to prepare them for their future in tomorrow's world.

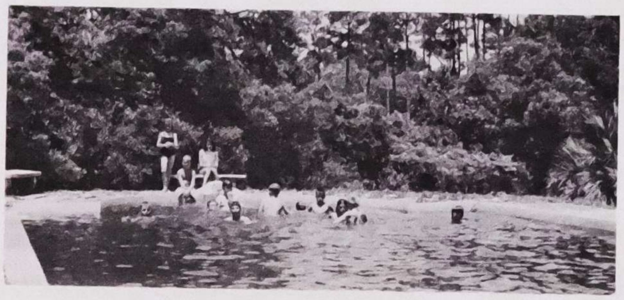
Detailed information may be secured on all phases of the city by contacting its alertly functioning Chamber of Commerce, managed by Mrs. Elena Fitzpatrick.

Pleasure craft at dock in yacht harbor at Pass Christian. This harbor has been approved by U.S. Engineers as the finest small craft harbor in the area.



living learning..

learning living...



a new scope in education

"A good school is not just an institution where students are prepared for life, it is life for those students who are enrolled with us. Feeling this, we attempt to give the utmost possible in establishing a home where love, affection,. understanding. and. intelligent. disscipline. are .as much a part of the inheritance of youth as are the primary 'R's' of education."

Albert Kern • Headmaster

The Kern School, overlooking the Gulf at beautiful Pass Christian, offers everything that is fine and cultural in a living education for youth. A complete academic program embracing an accredited kindergarten, elementary and high school; college preparatory; accelerated and remedial reading; individual instruction. Music, arts and crafts, ceramics, dancing, all sports including swimming (pool), golf, tennis, baseball, football, horsemanship, Naval military program for boys. BOARDING AND DAY SCHOOL—for boys and girls.

· The KERN SCHOOL · a school of distinction

write or telephone for information
923 East Beach • Pass Christian • Mississippi
GLendale 2-2552 • GLendale 2-2823

the best for your child

GULF COAST THEATRE OF ARTS •

by Caroline Kiefer

The purpose of the Coast Area Monitor is to bring before the public facts pertinent to the resources, assets, and potentials of this coastal district. So it is with pride, that in this issue we delve briefly with one of the cultural offerings of this surprisingly versatile area.

In a Pass Christian home, seven years ago, a young man of rare talent and vision invited a group of twenty-five friends. His purpose that evening was to discuss with them the feasibility of organizing and merging the many small communities into a unit which would present live theatre encompassing all of the arts. This was a step ahead of the local Little Theatre Groups which have brought considerable pleasure to the communities in which they were established. Thus was born the Gulf Coast Theatre of Arts, with Dr. Laurence Oden who fathered the idea, named as General Director.

Perhaps best known for his award winning ballet "Marpessa", and his oratorio "Bernadette", Dr. Oden, a native of New Orleans, La., is a member of the Directorial Staff of the New Orleans Opera Guild, Inc. and chairman of the Metropolitan Opera Auditions for South Mississippi. He established his home on the Mississippi Gulf Coast about eight years ago.

Spearheaded by this dedicated artiste, who is possessed of multiple talents (composer-conductor-musician-director-actor), the original group worked diligently toward building the organization. It suffered the usual, and perhaps more than the usual, growing pains; but with the years it has emerged as a respected asset of the area. Its membership mounts into hundreds.

High goals were set by the organization with quality of production foremost. The group has never wavered from this original intent. Beginning wisely with simple readings, one act skits, and musical evenings, the Theatre of Arts this season reached into the clouds, presenting for their October opening two one act operas. This ambitious undertaking was the testing point of public reaction. Months were spent on rehearsals. Leading roles were assigned to persons not only gifted with fine voices, but with years of hard training to perfect their gift. A large and excellent chorus backed up soloists. Professionally trained dancers comprised the ballet. Members of the thirty piece orchestra were entirely professional.

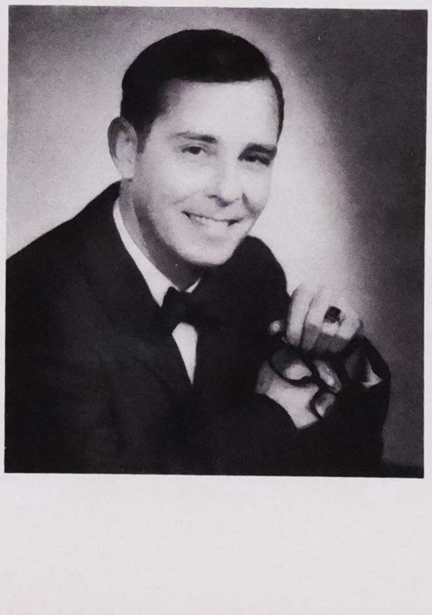
So the Gulf Coast Theatre of Arts passed another milestone with flying colors. More than a thousand persons filled the auditorium of the newly constructed Biloxi High School on opening night. The performers received vigorous and sustained ovations.

Each season the Theatre presents a varied schedule encompassing each wing of the organization. The 1961-62 schedule is as follows:—October—Opera; November—Concert Pianist; December—Liturgical Music Program; January—Concert Vocalist; February—Dance Wing (History of the Dance, Primitive to Modern); March—Drama Wing, Wilde's "The Importance of Being Ernest"; March—Art Wing Presentation, Paintings and Photography; April—Literary Wing Presentation of Southern Writers; April—Operetta, "The Student Prince"; May—Concert of Instruments from the Baroque Era.

In addition to annual membership, admissions may be purchased for individual productions. This method enables visitors the privilege of enjoying some of the presentations. Productions for the remainder of the season will be presented in the spacious Garden Room of the Edgewater Gulf Hotel.

As we began, so we conclude this article by saying, as publishers, we are proud to be able to acquaint our readers briefly with this worthy organization which has brought, and will continue to bring, enjoyment and culture. It is our privilege to thank them for contributing a great asset for the residents and guests of our wonderful Mississippi Coastal Region.

Dr. Laurence Oden—General Director of Gulf Coast Theatre of Arts.



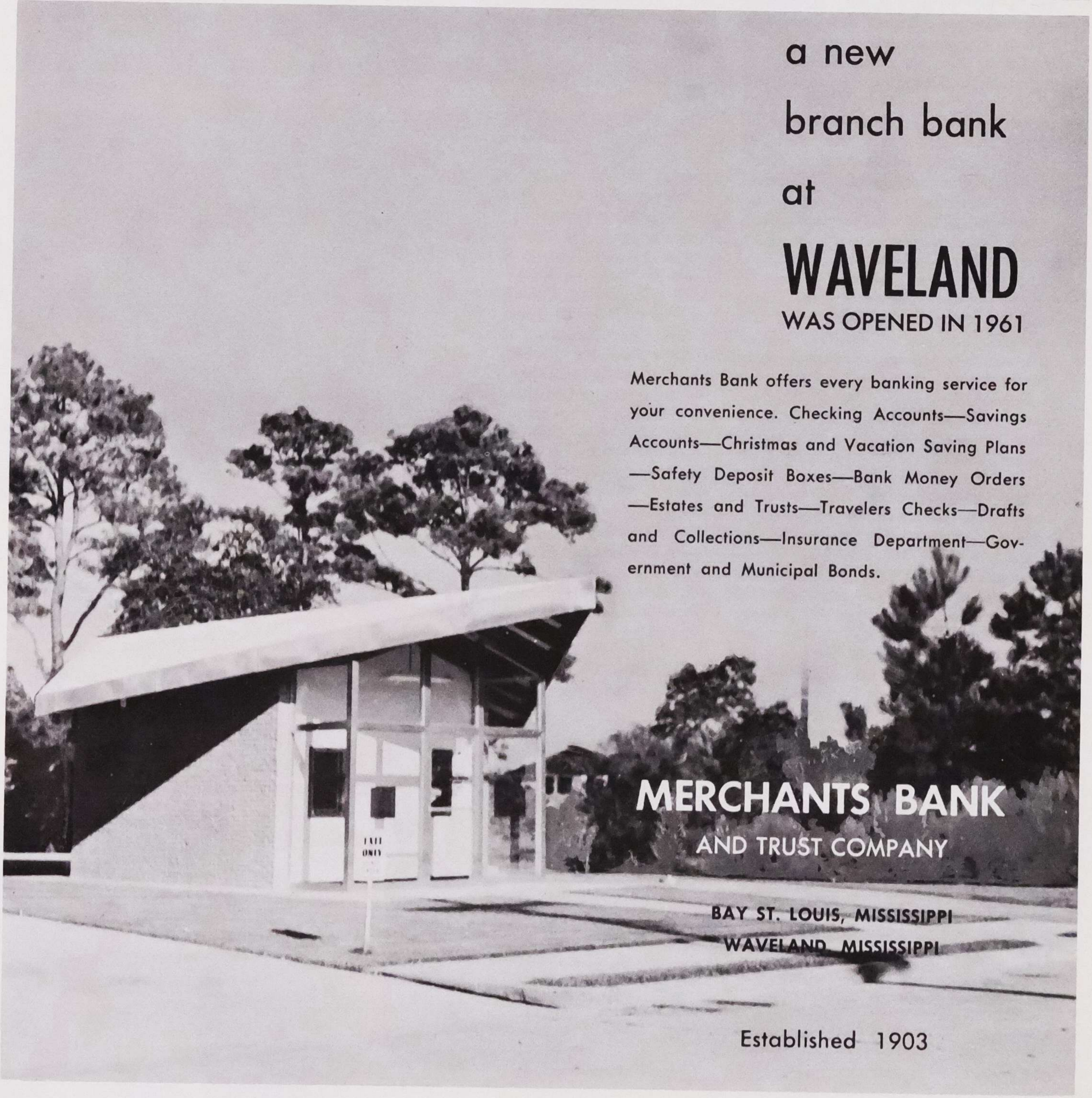
Drama—Francis Day, left, as Cyrano, and Lyle Bongé, right, as LeBret in an impromptu backstage rehearsal on opening night. Mr. Bonge, highly acclaimed in the field of photography, is also a talented painter.

Music—Elizabeth Burke, harpist for the New Orleans Philharmonic Symphony Society and Donald Hazelett on the bass recorder (a rare 500 year old instrument). Mr. Hazelett is the south's leading authority on ancient instruments.

Art—Charles Ambrose, left, Associate Professor of Art at Mississippi Southern College, Mrs. Charles H. Stewart, center, Chairman of the Board of Theatre of Arts, and Terry Moore, Chairman of Art Wing, meet at a recent exhibition of paintings.

To Better Serve ....

the fast growing Bay St. Louis-Waveland Area . . .



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at

WAVELAND

WAS OPENED IN 1961

Merchants Bank offers every banking service for your convenience. Checking Accounts—Savings Accounts—Christmas and Vacation Saving Plans—Safety Deposit Boxes—Bank Money Orders—Estates and Trusts—Travelers Checks—Drafts and Collections—Insurance Department—Government and Municipal Bonds.

MERCHANTS BANK
AND TRUST COMPANY

BAY ST. LOUIS, MISSISSIPPI
WAVELAND, MISSISSIPPI

Established 1903

HANCOCK county •

by Caroline Kiefer

AREA—485 Square miles—310,400 acres.

POPULATION—14,039.

LOCATION — Boundaries — Pearl River west — Harrison County east — Bay of St. Louis southeast—Pearl River County north and northeast—Gulf of Mexico south.

CLIMATE—Mild—approx. 350 frost free days—temp. averages 68 degrees—annual rainfall 62" — elevation ranges from 10' to 28' above sea level; highest elevation on Gulf Coast between Pensacola, Fla. and Brownsville, Tex., in southeast section of this county.

HIGHWAYS—U.S. 90 east-west; U.S. 11 east-northeast; State and County No. 604 south—southwest; No. 603 north-northeast from Bay St. Louis; No. 53 north-northeast joining No. 603 at intersection north of Kiln. Construction on U.S. Expressway No. 10 east-west approx. 6 miles north of Bay St. Louis.

TRANSPORTATION—Main line of Louisville & Nashville R.R.—passenger and freight service. Greyhound Bus Lines—station located in Bay St. Louis; airfield for light planes near Bay St. Louis; no scheduled passenger service. Southern Airways at Gulfport approx. 15 miles east — Moisant International Airport, New Orleans, La., approx. 60 miles west. Water transportation—Pearl and Jourdan Rivers, Bayou Caddy—numerous other navigable streams flowing inland through county.

COMMUNICATIONS—Southern Bell Telephone Co—telecasts and broadcasts received from all nearby sending stations. Two weekly newspapers published in Bay St. Louis, daily morning and afternoon papers from Gulfport and New Orleans.

GOVERNMENT — County Board of Supervisors, representing each of 5 Beats.

TAX STRUCTURE—Beats 1-2-3-5—48 mills including 10 mills homestead exemption to occupant home owners. Beat 4—54 mills including 10 mills homestead exemption to occupant home owners.

ASSESSED VALUATION — $14,000,000.00.

ASSESSMENT PRACTICES — Approx. 30% of real value.

BONDED DEBT—$1,014,000.00.

MEDICAL FACILITIES — Hancock General Hospital (location Bay St. Louis). Hancock County Health Center (location Bay St. Louis).

SCHOOLS — Three county school plants including one high school and three elementary schools for whites—total enrollment 2,200—340 high school enrollment — 1860 elementary enrollment.

All Negro students of the county attend a consolidated elementary and high school located in Bay St. Louis. Bus transportation provided for all rural areas for white and Negro students.

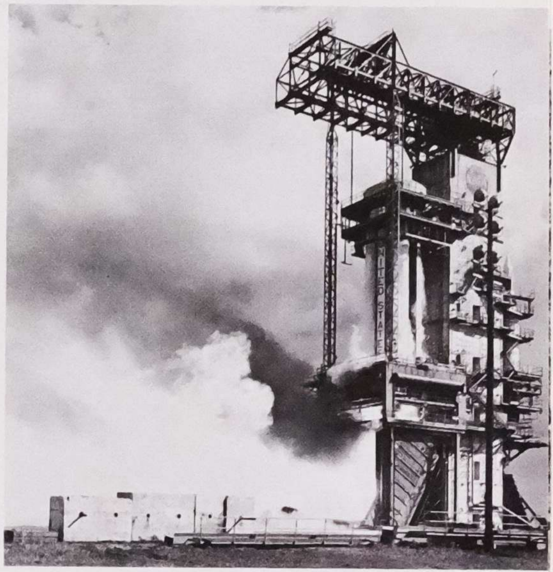
UTILITIES — Urban and industrial electricity—Mississippi Power Co.—Rural electricity—Coast Electric Power Association—Natural Gas in urban areas—United Gas Co.

FUTURE PLANNING — Plans are now underway to engage engineers for county-wide surveys and planning.

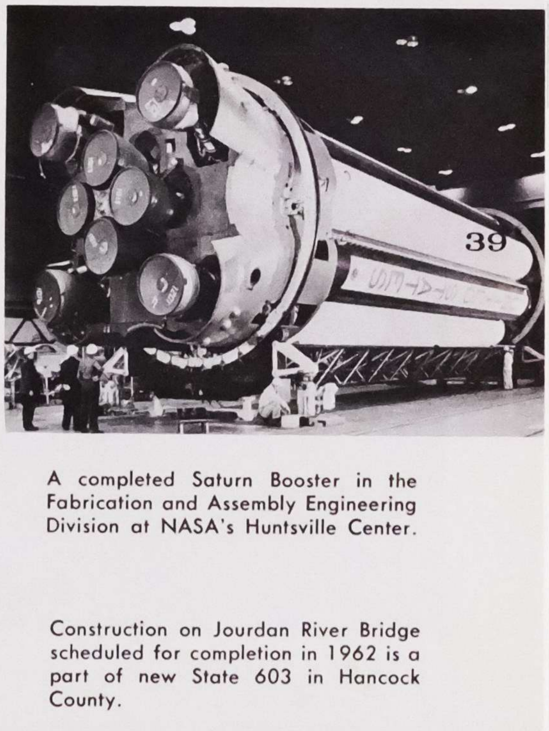
It is the policy of this book to incorporate in the text only factual information pertinent to each area. However, in 1962, in Hancock County there will evolve a complete change in the economic structure. This will be due to the decision of the Federal Government in designating 114,800 acres of the county as testing grounds and buffer zone for the Saturn Rocket Booster which will be constructed in nearby New Orleans East, La.

Therefore, it is necessary to speculate, in this current presentation, on benefits which accrue when changing a completely agricultural area overnight into a community with an assured future in this the space age.

It stands to reason that immediate benefits will come to the two incorporated cities of the county, Bay St. Louis and Waveland, and to the several unincorporated communities of Pearlington, Kiln, Lakeshore and Clermont Harbor. The seven hundred or so displaced families from the rural areas will, in the main, seek to retain homes in this county. Due to established conveniences, many will probably locate within corporate lines of the towns. Many of the families facing relocation problems will be able to retain their sources of income, since only 13,550 acres will lie within the actual test site. The fringe area, which includes 103,000 acres, may be used by present owners who wish to retain them, for various enterprises such as forestry (chief source of income in the county), mineral explorations, cattle and hog breeding, row crops, pecan orchard farming, poultry raising, etc. The restrictions on this fringe land is laid only against human dwelling accommodations.



Six Static test stands, similar to this one at NASA Marshall Space Flight Center in Huntsville, Alabama, will be constructed in Hancock County during the next two years.



A completed Saturn Booster in the Fabrication and Assembly Engineering Division at NASA's Huntsville Center.

Construction on Jourdan River Bridge scheduled for completion in 1962 is a part of new State 603 in Hancock County.

IN
Hancock County
WHERE THE YEAR 'ROUND CLIMATE IS DELIGHTFUL
WE INVITE YOU TO ENJOY LIVING IN...
Melody Lane
Pine Village

IN BAY ST. LOUIS

Spacious lots, reasonably priced, in one of Bay St. Louis' better residential sections. Lots are on a lovely, wide boulevard planted with crepe myrtle and palm trees, near Yacht Club, Little Theatre, new hospital, elementary school, and shopping center.

IN WAVELAND

Fifteen acres of building lots with wide streets, good drainage, and many stately pines for shade and beauty. Near schools and shopping area, an excellent buy for those interested in moderately priced building sites in an attractive convenient location.

FRANK KIEFER • REAL ESTATE

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NEW ORLEANS, LOUISIANA • 420 CARONDELET BLDG., PHONE JA 5-2765

For the past few years large tracts of land have been developed with long range planning for homesteads. These developments lie in the southern area of the county which will not be affected by the testings. In planning these developments, thought was given to accessibility to transportation facilities, shopping centers, schools, churches, utilities, diversions, and other attractive features. Land is plentiful for erecting thousands of new homes and with the standards of demand controlling all markets, the value of the land will enhance.

Since this is actually the infancy of the space exploration age, it again stands to reason that areas such as Hancock County will progress rapidly. The economy should stabilize with vast increases for those persons who are in, or who choose to come into, the vicinity during the coming year or two.

Sandwiched between Jackson County, where shipyards of Pascagoula build atomic vessels under government contract (a distance of approximately 60 miles on U. S. 90), and New Orleans East, where the Saturn Engine Plant will be located (a distance of approximately 40 miles), the county is in an excellent position to become a commuters' paradise. Living costs are greatly under those of more populated aeras, desirable land is available (improved and virgin) at far less initial costs, and taxation is low. Taken from this viewpoint the future of Hancock County blends into rosy tones of prosperity.

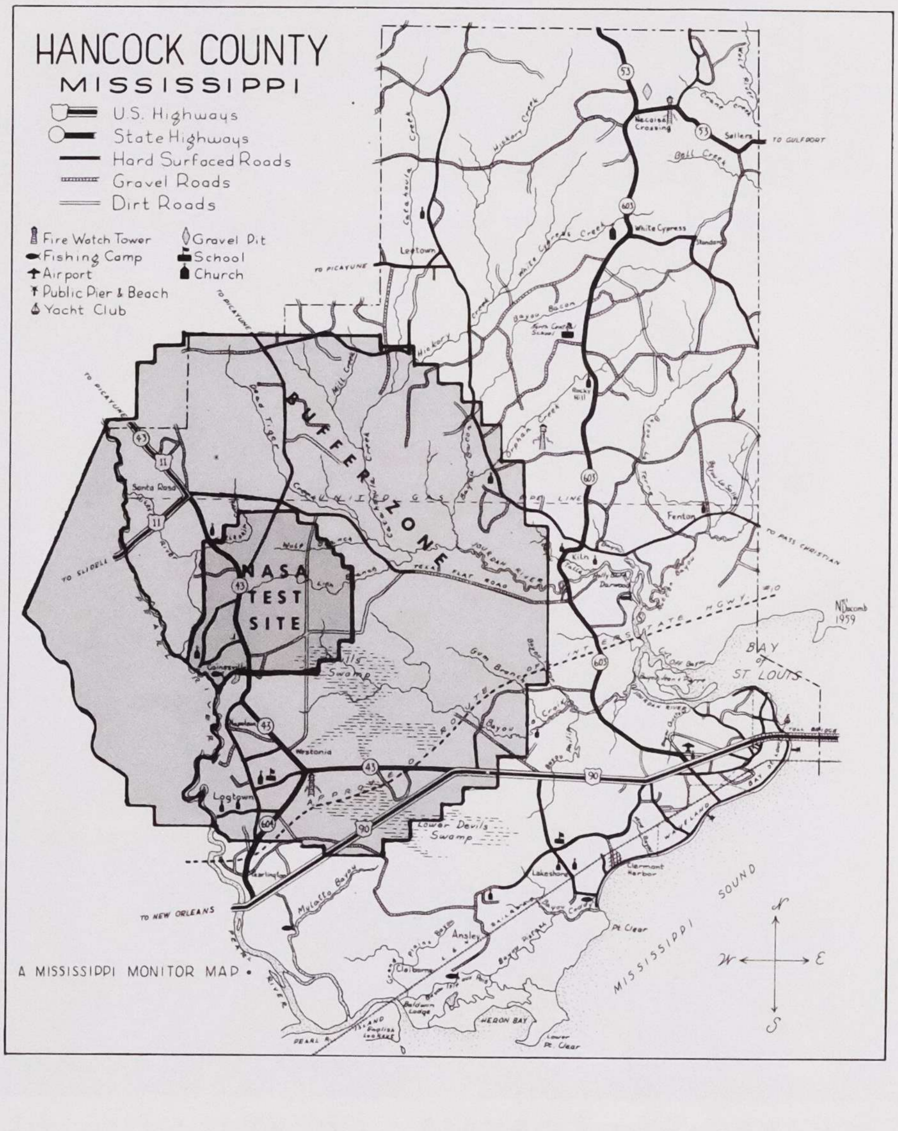
Several developers in the county have been farsighted and with long range planning have improved land for potential new resident quota. More quickly than anticipated this land will be in demand.

Mollere Realty Co., with offices located in Waveland, is in a position to offer residential and commercial property on Highway 90. This long established Hancock County firm has sites ranging from $20 to $100 per front foot in this location. They also have available waterfront property on the scenic Jourdan River, priced from $500 an acre up. Two selective subdivisions, within Bay St. Louis city limits, recently opened by this firm, include Grosvenor Place and Chantilly Terrace. Each of these subdivisions contain 60 building sites with all utilities and are easily accessible to the Industrial Enamel Plant, a new industry currently under construction. Attractive homes for immediate occupancy and other choice building sites may be secured through this firm.

Pine Village, owned and developed by Frank Kiefer, Real Estate, was opened in 1960. Approximately 40 building sites are still available in this moderately priced subdivision with advantages of city gas, water, and electricity, wide streets, proximity to shopping centers, schools, and churches, yet lies outside the city limits of Waveland, eliminating city taxes. This same firm owns and is marketing one of the better subdivisions within Bay St. Louis. Melody Lane, a boulevard street planted with palm and crepe myrtle trees, is located in the newest residential section in the north end of the city. It is near the beach and is serviced with all utilities, including mail delivery, garbage pickup, street lighting, and contains modern, attractive homes.

Colson Realty Co., located on Coleman Ave., Waveland, is another enterprising Hancock County firm with listings including residential, commercial and vacant land. Operating on a statewide basis the firm handles commercial and industrial properties and can arrange for F. H. A., G. I., and conventional financing. In early spring the firm will market the latest Waveland residential development. This property is the last large tract of beach frontage

Delightful hideaways, like this residence at Darwood Point on Grand Lagoon, offer relaxing rural living.


HANCOCK COUNTY
MISSISSIPPI
U.S. Highways
State Highways
Hard Surfaced Roads
Gravel Roads
Dirt Roads
Fire Watch Tower
Fishing Camp
Airport
Public Pier & Beach
Yacht Club
Gravel Pit
School
Church
BUFFER ZONE
NASA TEST SITE
BAY of ST. LOUIS
MISSISSIPPI SOUND
TO GULFPORT
TO PICAYUNE
TO SLIDELL
TO NEW ORLEANS
TO PASS CHRISTIAN
Kiln
Fenton
Leetown
White Cypress
Sellers
Santa Rosa
Gainesville
Logtown
Westonia
Lakeshore
Ansley
Pt. Clear
Heron Bay
Jourdan River
Pearl River
N. Dacomb 1959
N
E
S
W

A MISSISSIPPI MONITOR MAP •

Yes indeed "Service is our byword"-

with a special
welcome to "spacemen"*
at

GULF CHEVROLET

on Highway 90 West
BAY ST. LOUIS • MISS.

Mr. Arthur Tippin
Owner • Manage

* a special welcome to NASA Personnel

• Factory trained personnel • Latest equipment •

CHEVROLET • CORVAIR • CHEVY II • also OK used cars and trucks available in the city, and will contain 110 building sites. Magnolia and oak trees enhance the property which will be landscaped with an artificial lake in the center. Roads will be black topped and the development will contain city conveniences.

Shoreline Park is among the larger real estate developments. Situated on the outskirts of Bay St. Louis it contains nearly two thousand acres which have been subdivided into building sites. It is reached by turning north from Highway 90 at Nicholson Ave. on the Bay-Kiln Road. Much of this highly desirable property faces the serene waters of picturesque Jourdan River and Bayou Lacroix. Additional waterfront lots were created by dredging and filling done by Shoreline Park, Inc., whose offices in Hancock County are located on Highway 90. Many other desirable locations and homes, priced for all buyers are being offered.

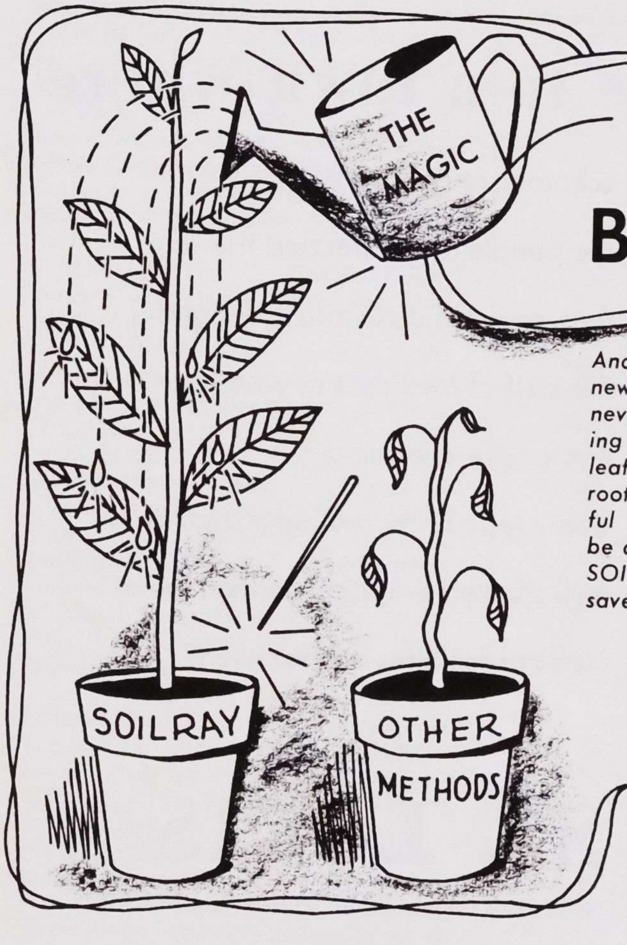
Among the resources of the county (forest products, minerals, grazing lands, pecan orchards, row crops, livestock breeding, poultry raising, and dairy products), is the added resource of approximately eight miles of beach front. Stately and comfortable homes line the beach with Bay St. Louis, Waveland, Clermont Harbor, and Lakeshore fronting the waters of the Bay of St. Louis and the Gulf of Mexico. Inland the county has scenic beauty to be found along numerous waterways which wind through the area and in fragrant, piney woods.

New industry is moving into the county, as it is doing throughout the entire state. The Associated Press reports an October, 1961 speech made by Governor Ross Barnett before a civic club in Laurel, at which time he said:—"Almost every day there is news of additional plants selecting our state. Since the 1960 Legislature enacted 39 industrialization bills, 218 industries have located or expanded in Mississippi, providing 17,300 jobs". The governor mentioned at this time the location of a $125 million oil refinery at Pascagoula, and the multimillion dollar missile engine test facility in Hancock County.

With the coming of this missile engine test facility, Hancock County is faced with complete evolution. The county's greatest assets, it's people, are preparing to transcend from an agrarian economy to a new way of life in the space era. They are stimulating opportunities and creating pleasant living conditions. These they offer the thousands of new residents who will be seeking locations in this fast growing coastal region of Mississippi.

BAY ST. LOUIS'
LARGEST AND FINEST
REASONABLE RATES YEAR ROUND
TRAVELREST
MOTEL
Air Conditioned • Electric Heat
Swimming • TV • Phones
24 HOUR RESTAURANT
Canadian Hospitality
Dix and Ann Ashman
Owners
HO 7-6215

IN BAY ST. LOUIS . . .
IT'S
ON MAIN STREET
KERN'S
5¢ and 10¢ STORE



OF TRACE ELEMENTS
makes ANY plant grow
BIGGER • BETTER

And those magic ingredients contained in this amazing new balanced liquid fertilizer, SOILRAY, will give results never before thought possible. An aid to all difficult growing situations, it gives plants an instant food supply through leaf surface assimilation and additional nutrients through root absorption. Easy, economical, for home (a tablespoonful makes a gallon), farm and nursery (one gallon can be added to 50 to 100 gallons of water, depending on use), SOILRAY can be combined with pesticide spraying to save on time and labor. . . . .

Write for further information
SOILRAY
WITH THE MAGIC INGREDIENTS—TRACE ELEMENTS
manufactured by the FARM CHEMICAL CORPORATION
Necaise Ave. and Bookter St., Bay St. Louis, Miss.

The Saturn C-1 rocket on the Cape Canaveral, Fla., launch pad just prior to its first launching, October 27, 1961.

THE SPACE AGE CENTER OF MISSISSIPPI

HANCOCK COUNTY

LOCATION OF THE NEW SATURN ENGINE TEST SITE . . .

ALSO . . .

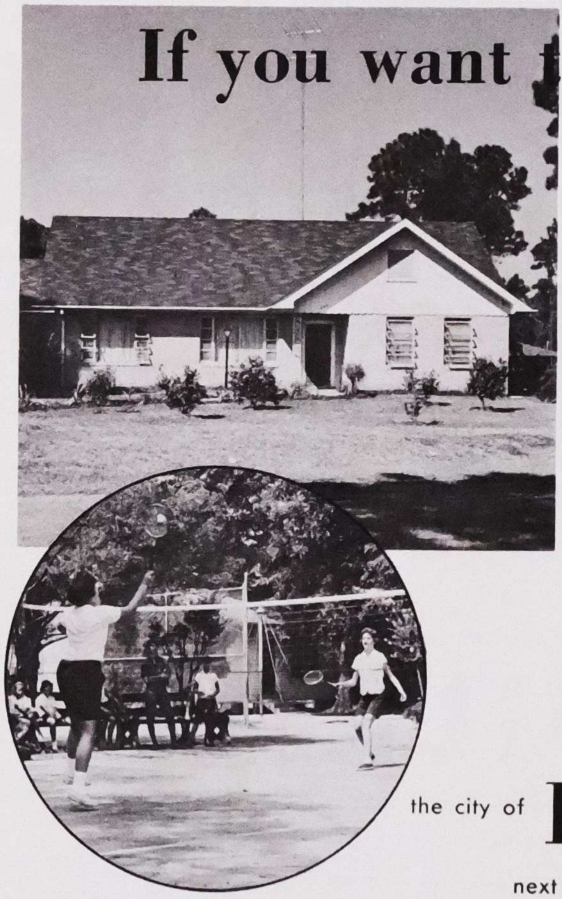
Location of NEW ENAMELING PLANT . . . THE SOUTH'S MOST IDEAL SUBURBAN RESIDENTIAL SUBDIVISIONS . . .

- ★ **TWO FAST-GROWING INCORPORATED CITIES**
- ★ **SPORTSMAN'S PARADISE**
- ★ **SUPERIOR SCHOOLS (Public & Private)**

For further information write:

HANCOCK COUNTY
CHAMBER OF COMMERCE
CITY HALL • BAY ST. LOUIS

If you want to move to a town where



- ☑ schools are the finest
- ☑ the people are warm and friendly
- ☑ the year-round climate is delightful
- ☑ the Gulf of Mexico is at your front door
- ☑ homes are charming
- ☑ every type of recreation is available
- ☑ well stocked shopping centers await
- ☑ medical facilities are excellent

the city of **BAY ST. LOUIS** Seat of Hancock County

next door neighbor to the Hancock County Saturn Booster Test Site!

BAY ST. LOUIS ●

POPULATION: 5,500, 1961.

LOCATION: South Hancock County, 52 miles east of New Orleans on Highway 90, 15 miles west of Gulfport, Miss., facing Bay of St. Louis and Gulf.

CLIMATE, HIGHWAYS, TRANSPORTATION, COMMUNICATIONS: (See County).

UTILITIES: Water and natural gas: City owned and operated systems.

GOVERNMENT TYPE: Commission Council, Code Charter, Inc. 1858, Mayor and two Commissioners elected at four year intervals.

TAX STRUCTURE: 39½ mills including Bay St. Louis Municipal and Separate School District.
Assessed valuation: $4,761,000 approx. 25% of real value.
BONDED DEBT: $53,000.

FINANCIAL RATING: "Class A" awarded city Aug. 1, 1961 by State of Mississippi Department of Banks Supervision and the Federal Depository Insurance Commission.

SCHOOL SYSTEM: (White) 4, total enrollment, 1018; Public Schools, Negro, 1, total enrollment, 536. Private Schools, (White), 3, total enrollment, 890. Parochial (White), No. of plants, 1; enrollment, 550; (Negro), No. of plants, 1, enrollment, 210. 1 Seminary, Catholic.

MEDICAL FACILITIES: Hospital, two private clinics, one convalescent and Senior Citizen Hotel.

CHURCHES: White, 6; Negro, 6. Denominations— White: Catholic, Episcopal, Methodist, Baptist, Presbyterian, Lutheran. Denominations – Negro: Catholic, Baptist, Methodist, God in Christ.

RECREATIONAL FACILITIES: Youth Center, Baseball Leagues, Tennis Courts, Aquatic Sports, Hunting, Golfing, Public Sand Beaches, Public Bathing Piers, 6 city maintained parks and playgrounds, Yacht Club, Bowling, Little Theatre.

CIVIC ORGANIZATIONS: Chamber of Commerce, Rotary, League of Women Voters, Jaycees, Little Theatre, Garden Club, Masonic Order, Order of Eastern Star, Knights of Columbus and Auxiliary, American Legion and Auxiliary, Veterans of Foreign Wars, 4-H Clubs, Church and School Youth Organizations.

INDUSTRIES: New, Industrial Enamel Co., Inc. (Enamel Glaze); Established, Monitor Panel Co. (Electronic Panels for use in industry); Panel Arts Co. (Ceramic and enamel faced wall panels).

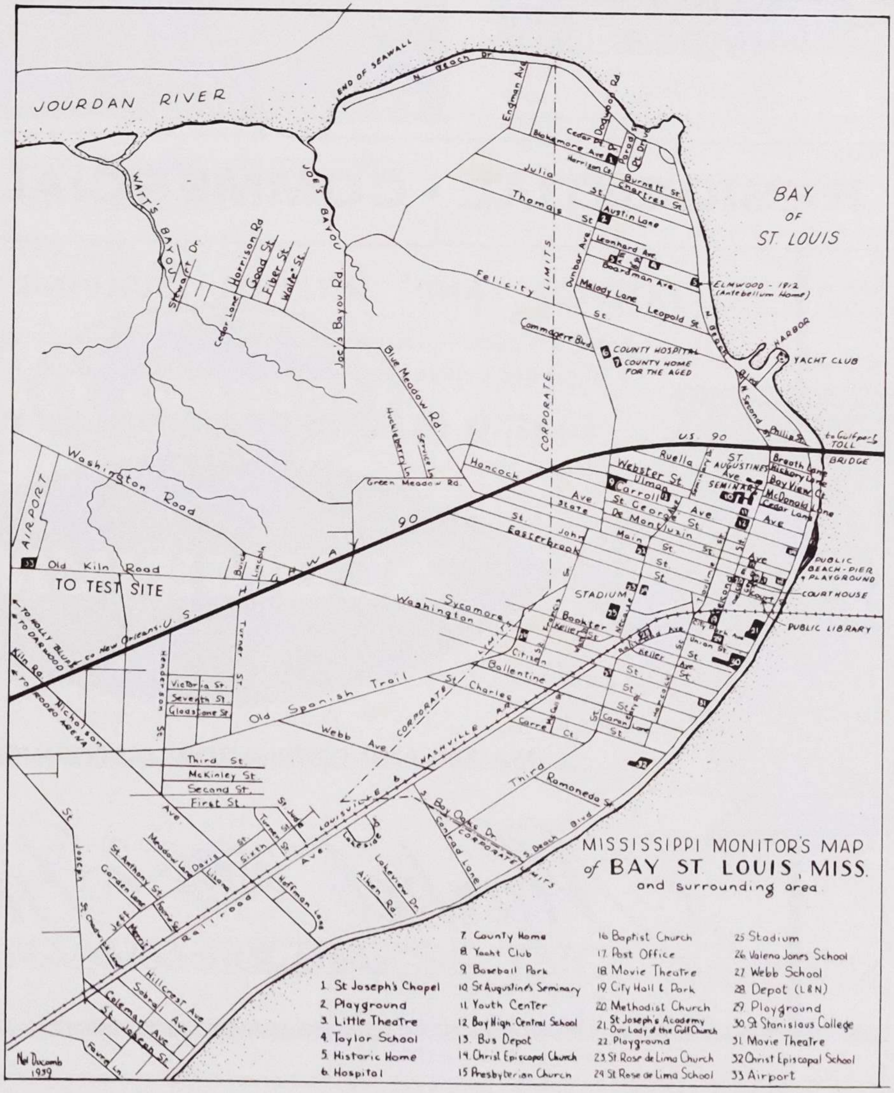
CITY PLANNER: Robert S. Bateman & Associates.

FUTURE PLANNING: Extensive research for proper planning to meet anticipated influx of new resident quota with announced location of Saturn Engine Test Site. Planning for school expansions, sanitary requirements, zoning and potential needs for expanding corporate limits.

For thousands of families seeking homes near work sites which will locate in Coastal Mississippi during 1962, the lure of water front will be topmost when looking to establish new residence. Those coming in who have previously lived in coastal communities will be loathe to settle inland, therefore the cities facing the Gulf of Mexico will offer the greatest attractions. For the benefit of these people the cities of the coast are preparing adequate facilities to meet the requirements of expanded population.

Bay St. Louis offers many ideal advantages. For over a century it has contained the finest schools of the area. Children from all parts of the United States and Latin American countries

Each spring thousands of camellias and azaleas in bloom transform Bay St. Louis into a spectacular floral display.


MISSISSIPPI MONITOR'S MAP
of BAY ST. LOUIS, MISS.
and surrounding area
JOURDAN RIVER
BAY OF ST. LOUIS
END OF SEAWALL
N. Beach Dr
Watt's Bayou
Joe's Bayou
Jo's Bayou Rd
Blue Meadow Rd
Green Meadow Rd
Washington Road
AIRPORT
Old Kiln Road
TO TEST SITE
HIGHWAY 90
US 90
CORPORATE LIMITS
Felicity
Thomas St
Julia
Commerce Blvd
COUNTY HOSPITAL
COUNTY HOME FOR THE AGED
ELMWOOD - 1812 (Antebellum Home)
HARBOR
YACHT CLUB
to Gulfport TOLL BRIDGE
Hancock
Webster St
Ulman
Carroll Ave
St George St
De Montluzin
Main St
Easterbrook
Sycamore
Washington
STADIUM
Old Spanish Trail
St Charles
Ballentine
Webb Ave
NASHVILLE
Third St
McKinley St
Second St
First St
Victoria St
Seventh St
Gladstone St
Nicholson Ave
Kiln Rd
to New Orleans - U.S.
Railroad Ave
LOUISVILLE & NASHVILLE
Ramoneda St
Bay Oaks Dr
Central Lane
Lakeside
Lakeview Dr
Aiken Rd
Hoffman Lane
S Beach Blvd
PUBLIC BEACH-PIER PLAYGROUND
COURTHOUSE
PUBLIC LIBRARY
ST AUGUSTINE'S SEMINARY
Hillcrest Ave
Coleman Ave
1. St Joseph's Chapel
2. Playground
3. Little Theatre
4. Taylor School
5. Historic Home
6. Hospital
7. County Home
8. Yacht Club
9. Baseball Park
10. St Augustine's Seminary
11. Youth Center
12. Bay High-Central School
13. Bus Depot
14. Christ Episcopal Church
15. Presbyterian Church
16. Baptist Church
17. Post Office
18. Movie Theatre
19. City Hall & Park
20. Methodist Church
21. St Joseph's Academy Our Lady of the Gulf Church
22. Playground
23. St Rose de Lima Church
24. St Rose de Lima School
25. Stadium
26. Valena Jones School
27. Webb School
28. Depot (L&N)
29. Playground
30. St Stanislaus College
31. Movie Theatre
32. Christ Episcopal School
33. Airport
Mel Duvomb 1959

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- Ready Mixed Concrete
- Lumber
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- Paints • Varnish
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And now— ✓ FOR ECONOMY
✓ DEPENDABILITY
✓ SPEED AND EASE OF CONSTRUCTION

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in wood and metal • for commercial and residential use

METI-A
GRADED
LUMBER

PRE-SHRUNK

R. F. "DICK"
Mestayer LUMBER COMPANY INC.

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WAVELAND & RAILROAD AVENUES • WAVELAND, MISS.

RESIDENTIAL · COMMERCIAL · INDUSTRIAL

EXTERIOR AND INTERIOR BUILDING COMPONENTS

Screens • doors • jalousies • awning windows • horizontal slides • thresholds • single and double hung windows • glass sliding doors • tub enclosures

ALL BETTER BECAUSE OF THE DURABILITY and VERSATILITY of

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DEALERS AND DISTRIBUTORS DIRECT INQUIRIES TO

Markel ALMAR ALUMINUM SCREENS TRADE MARK *Industries*

GENERAL OFFICES AND PLANT

P. O. BOX 145
WAVELAND, MISS.

have been grounded in the "Three R's" in private boarding and day elementary and high schools located here. More recently, additional private and parochial plants have been constructed to meet the ever increasing demand for educational facilities. The public school system has kept pace with the times with new construction, increased teaching staffs, and athletic facilities.

Transportation is another factor in determining location. Bay St. Louis is the first city located on Highway 90 (most traveled highway in the southeast United States) east of New Orleans, La. Motor vehicle commuting takes approximately 10 minutes to the Hancock County Saturn Booster Test Site and 35 driving minutes to the Michoud Saturn Engine Plant Site, which will be located in New Orleans East. Greyhound Lines run 20 busses daily on an around the clock schedule, with stops in Bay St. Louis. The city is on the main line of the Louisville & Nashville R. R. which provides passenger and freight service, maintains a commuter train with daily morning and evening stops in Bay St. Louis, and which runs directly through New Orleans East.

Inexpensive living is an inducement. Taxation is nominal, with fair prices established for rental and saleable property. Recently opened subdivisions offer selective building sites including all utilities. Shopping centers, with competitive prices, are distributed throughout the city. City-County Library, centrally located, contains thousands of carefully screened volumes. Assistance is given students for school requirements by library personnel. City maintained beaches, parks and playgrounds, with tennis courts and playground equipment, and public piers, are sources for pursuing outdoor activities.

Recreational facilities include a Yacht Club, featuring junior membership, obtainable for low annual dues. During vacation months, sail boats and instructors are provided to teach juniors the technique of sailing. Regattas and racing are regularly scheduled events during the season. The club house, which overlooks the Bay of St. Louis, is ideal for lunching, dining, dancing, and card games. The Bay St. Louis Little Theatre is a source for providing live entertainment. Four major productions are scheduled annually. The theatre is sustained by membership, with presentations open to the public by box office admission. The Bay-Waveland Garden Club maintains a Garden Center, promotes flower shows, and participates in the annual Gulf Coast Spring Pilgrimage. The Pass Christian Isles Golf Club, two miles across the bridge over the Bay of St. Louis, is used by local golfers on either membership or daily green fee. A riding academy, providing good mounts and qualified instructors, is located just outside the city limits. An arena with concrete bleachers is part of this installation, and the scene of rodeos and horse shows.

Opportunities for all desired types of living may be found in Bay St. Louis. Its people are eager to welcome new arrivals, and extend the type of hospitality which makes all newcomers feel happily at home. The Hancock County Chamber of Commerce is quartered in City Hall. Mrs. Mabel Green, Secretary-Manager, will give personal assistance to all inquiries.

ON THE COAST
IT'S *good*
Colonial
BREAD
ONLY WHOLESALE BAKERY
ON THE MISSISSIPPI GULF COAST

Enamel plant nearing completion.

ENAMELING DIVISION OF INDUSTRIAL ELECTRIC INC.

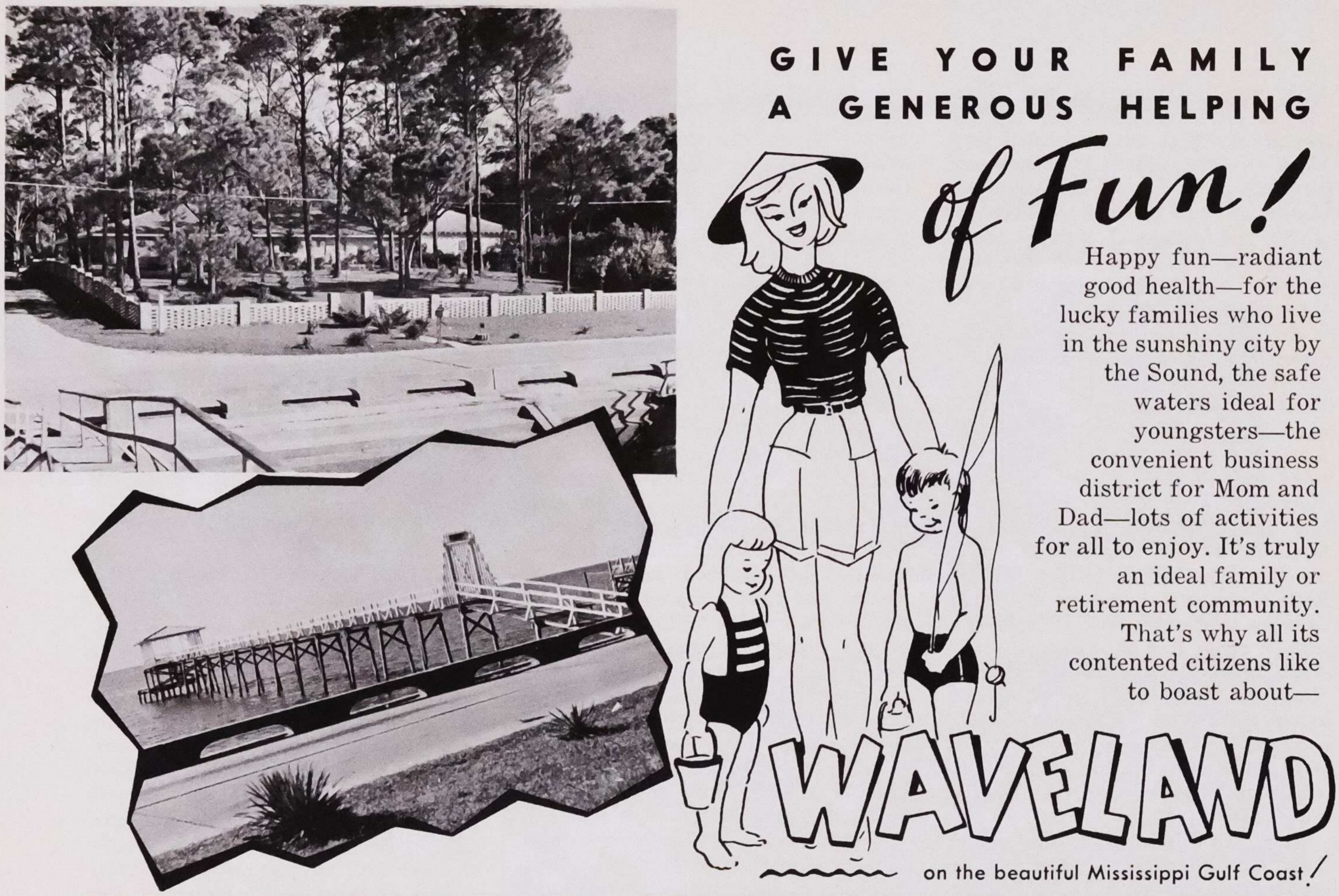
This Division started operations in 1945. The original plant layout was designed primarily to manufacture porcelain signs. With the expanded use of architectural porcelain enamel in recent years for service stations and commercial buildings, the plant was re-designed to produce architectural panels. Present employment averages 100 people and over 5,000,000 pounds of sheet steel are processed each year.

This Division is a member of the Porcelain Enamel Institute which is a national association of porcelain enamel manufacturers and suppliers. They are also a member of the Quality Verification Council of the Institute which certifies that the products produced by them are manufactured in strict accordance with specifications prepared by the Institute.

The Enameling Division markets its wares through a dealer organization that actively covers a 25 state area. In addition, Industrial Porcelain Panels have ben shipped to projects in several Latin American countries.

This enterprise will be moved to Bay St. Louis, Hancock County, Mississippi, during the early part of 1962.

DIRECT OVERNIGHT FREIGHT SERVICE
NEW ORLEANS — BAY ST. LOUIS — GULFPORT — BILOXI — PASCAGOULA — MOBILE
Dependable, quick delivery service means money saved for you. Our service is efficient and always on schedule. Be wise—be sure—call today
GULF COAST EXPRESS INC.
- New Orleans—WH 9-0050
- Gulfport—UN 3-6161
- Bay St. Louis—HO 7-5484
- Mobile—HE 3-6905



GIVE YOUR FAMILY A GENEROUS HELPING

of Fun!

Happy fun—radiant good health—for the lucky families who live in the sunshiny city by the Sound, the safe waters ideal for youngsters—the convenient business district for Mom and Dad—lots of activities for all to enjoy. It's truly an ideal family or retirement community. That's why all its contented citizens like to boast about—

WAVELAND

on the beautiful Mississippi Gulf Coast!

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to guide your real estate investment

IN COASTAL MISSISSIPPI

Real estate purchases must always be made with utmost confidence in the representative guiding the transaction. When you see the sign of Colson Realty Co. and its accompanying seal of the NAREB, you are assured that your personal satisfaction will be of prime consideration.

Our aim is to find, for you, the home that makes your dream come true—the business location that we find, by careful study, will give you the best results—the factory site that meets your requirements for present operation and future expansion.

COLSON REALTY CO.

145 Coleman Ave.
Waveland, Miss.

J. V. (JOE) COLSON—owner

Phone 467-5461

Four (4) salesmen to serve you

HOMES • BUSINESS • INDUSTRIAL

WAVELAND ●

POPULATION: 1160.

LOCATION: 48 miles east of New Orleans, La.; on U. S. 90, facing Gulf of Mexico.

CLIMATE, HIGHWAYS, TRANSPORTATION, COMMUNICATIONS: (See County).

UTILITIES: Water and natural gas, city owned and distributed.

TYPE OF GOVERNMENT: Aldermatic, Special Charter, Mayor and Board elected at four year intervals.

TAX STRUCTURE: 16 mills assessment, no homestead exemption. Assessed valuation: Real estate, $2,441,565.00; Public Utilities, $136,000. Assessment practices, 15% of real value. Bonded debt: $130,000.00.

SCHOOLS: (See Bay St. Louis and county).

MEDICAL FACILITIES: (See Bay St. Louis and county).

CHURCHES: White. 3. Denominations–Catholic, Methodist, Baptist. Negro, 2. Denominations – Catholic, Baptist.

RECREATIONAL FACILITIES: City Park, Skating Rink, Public Pier, Sand Beaches, Catholic Parish Hall available for activities.

CIVIC ORGANIZATIONS: Garden Club, Church and School organizations (for others see Bay St. Louis).

INDUSTRIES: Markel Industries, aluminum doors and windows; Mestayer Lumber Co., component house parts, cement plant, building materials; Waveland Lumber Co., building materials; Waveland Leather Co.; Cold Storage Plant.

As the first incorporated town east of New Orleans, following the shoreline of the Gulf Coast, Waveland is fast converting from a summer vacation village into an enterprising year round town. Opportunities are stimulated now for small business ventures, and for certain types of industries. Living conditions are especially delightful. Water frontage extends for several miles facing the Gulf of Mexico. Cool breezes are prevalent during summer, and the waters teem with varieties of fish, shrimp, and crabs. Some of the finest sport fishing grounds of the country are easily accessible from Waveland.

Public sand beaches provide playground areas. A centrally located municipal pier affords excellent opportunities for fishing and crabbing. Entrance to the waters in most places is gained from picturesque piers which jut outward from the protective seawall. Small children as well as adults are able to enjoy bathing in the waters for hours as there is generally a modified surf, stimulating, yet not sufficiently strong to be exhausting.

For those who prefer inland living, the situation is equally delightful. Charming homes, and improved building sites are available and are suitable settings for cottage or manse, with backgrounds of shade trees such as magnolia, pine, and oak saturating the air with tangy freshness.

With only an imaginary corporation line dividing Waveland from Bay St. Louis, the sister cities combine most of their activities. The school systems are linked, and civic, fraternal, and social organizations are, in the main, combined efforts from citizens of both communities.

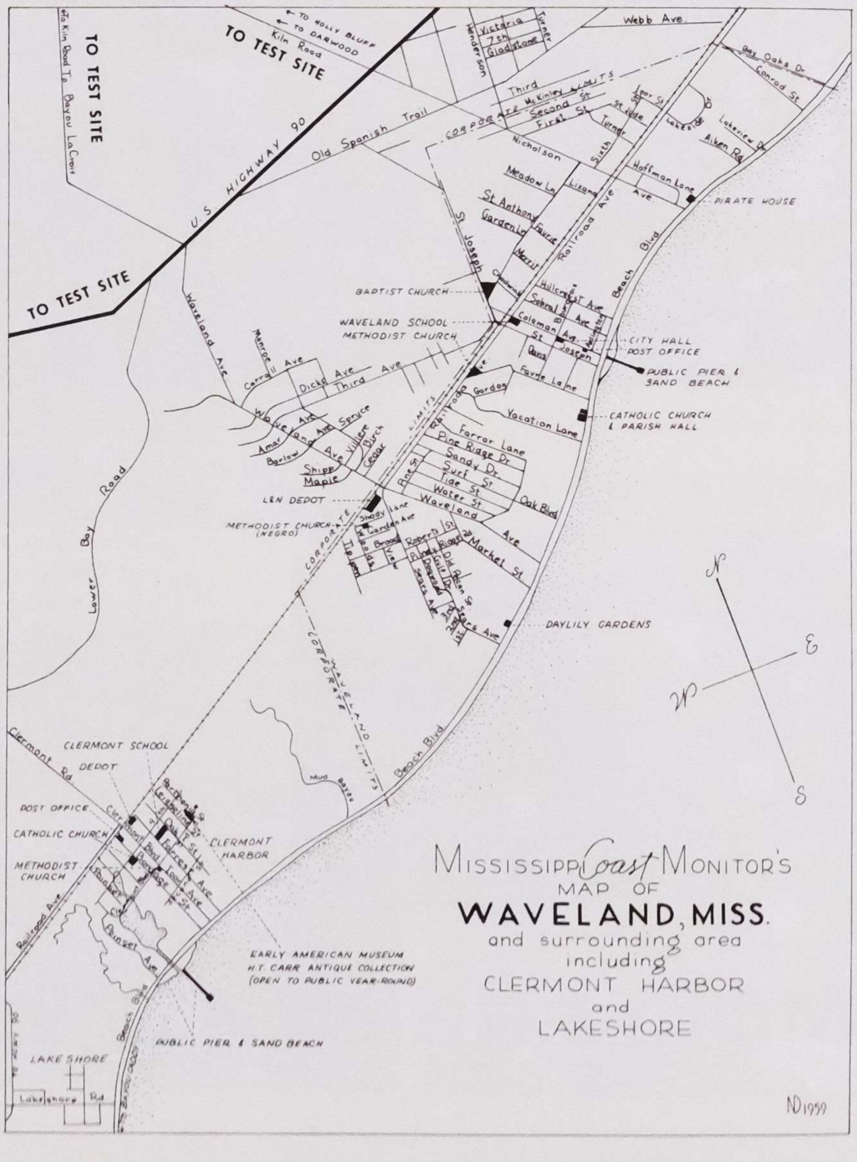
Many residents commute to business in New Orleans and to larger cities of the Mississippi Coast. Others are engaged in retail and manufacturing ventures established in town.

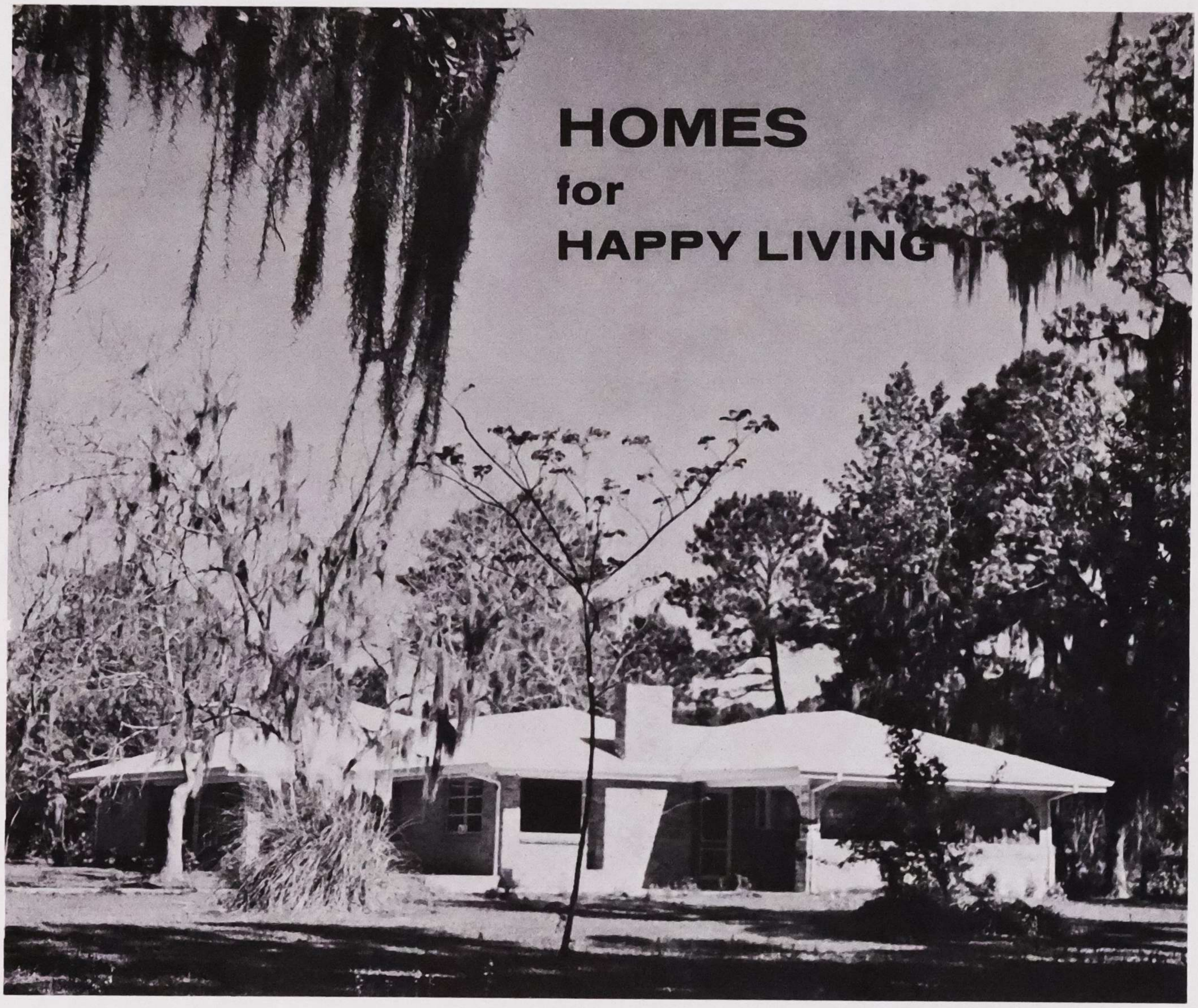
Retirees on moderate incomes, have realized cherished dreams of restful living when they have selected Waveland as the ideal location for spending the leisure years.

With the space age projected into the county by selection of location for the Saturn Rocket Booster test site, Waveland becomes the front door approach to the actual site location. A road, bisecting the town, leads directly to the test grounds, a distance requiring approximately ten minutes driving time. This will be a factor in stimulating a rapid population increase and in providing an improved economy.

Waveland beckons an invitation to personnel who will be employed at the Michoud Saturn Booster Construction Site, located in New Orleans East. The short drive, or commuter train, will make transportation easy, and families will enjoy the relaxed living the coast offers.

Officials and citizens are uniting efforts to meet requirements which come with rapid development. Preliminary planning is well under way. Information gleaned from other areas where test sites have been located is being meticulously studied so that Waveland will profit and be in a position to offer the most advantageous accommodations to those who will be seeking homes on the Mississippi Gulf Coast.


MISSISSIPPI Coast MONITOR'S
MAP OF
WAVELAND, MISS.
and surrounding area
including
CLERMONT HARBOR
and
LAKESHORE
TO TEST SITE
TO TEST SITE
TO TEST SITE
To Kiln Road To Bayou LaCroix
← TO HOLLY BLUFF
← TO DARWOOD
Kiln Road
U. S. HIGHWAY 90
Old Spanish Trail
CORPORATE LIMITS
WAVELAND CORPORATE LIMITS
Webb Ave.
Bay Oaks Dr
Conrad St
Lakeview Dr
Aiken Rd
Hoffman Lane
PIRATE HOUSE
Railroad Ave
Beach Blvd
St Joseph
BAPTIST CHURCH
WAVELAND SCHOOL
METHODIST CHURCH
CITY HALL
POST OFFICE
PUBLIC PIER & SAND BEACH
CATHOLIC CHURCH & PARISH HALL
Vacation Lane
Farrar Lane
Pine Ridge Dr
Sandy Dr.
Surf St
Tide St
Water St
Waveland Ave
Oak Blvd
Market St
L&N DEPOT
METHODIST CHURCH (NEGRO)
DAYLILY GARDENS
Waveland Ave
Lower Bay Road
Mud Bayou
N
E
W
S
Clermont Rd
CLERMONT SCHOOL
DEPOT
POST OFFICE
CATHOLIC CHURCH
METHODIST CHURCH
CLERMONT HARBOR
EARLY AMERICAN MUSEUM
H.T. CARR ANTIQUE COLLECTION
(OPEN TO PUBLIC YEAR-ROUND)
PUBLIC PIER & SAND BEACH
LAKE SHORE
Lakeshore Rd
ND1959



HOMES
for
HAPPY LIVING

Own a home like this one located on Mollere Drive, typical of the lovely residences in this charming, exclusive subdivision. All residents have pier rights for happy hours of fishing, crabbing, swimming, or just relaxing in cool Gulf breezes. A delightful place for raising a family. A perfect place for retirement. All lots are level, tree-shaded, lawn-covered. The elevation of the site is high. Plan to enjoy living in the years ahead—plan to move to Mississippi's Gulf Coast.

Write to us at 139 Coleman Ave.
or phone HO 7-5454

WAVELAND • MISS.

MOLLERE REALTY COMPANY

MOLLERE REALTY CO. •

by Caroline Kiefer

Imagine the sheer delight of awakening each morning surrounded by the beauty of an exquisitely landscaped park—of breathing the aromatic fragrance of stately, evergreen pines—of relaxing in the shade of huge live oaks—and being caressed by soft breezes blowing over the waters of the Gulf of Mexico.

Churches—shopping centers—accessibility to excellent private, parochial, and public schools—available golf courses and yacht clubs . . . fishing grounds at your front door . . . sand beaches . . . private pier . . . less than fifty miles drive on Highway 90 to New Orleans, La. . . . commuter train, and regularly scheduled bus accommodations . . . these are but some of the assets providing the best in living for discriminating owners of property in Mollere Park Drive.

"All this and Heaven too!" Yes, all this plus many more advantages will be yours when you purchase your dream site in Mollere Park Drive. Facing the beach in Waveland, this highly restricted beauty spot contains handsome homes of prestige . . . colonial mansions reminiscent of the Ante Bellum South . . . brick homes in modern design . . . your dream home in your dream location . . . no longer a dream but a reality.

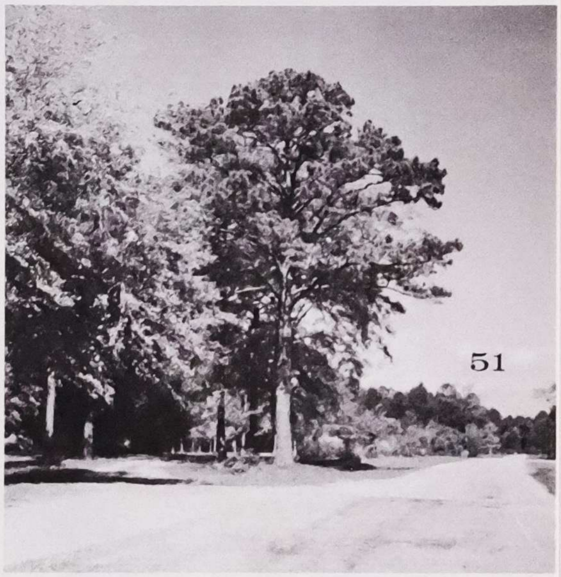
Years filled with rejuvenating happy days, and refreshing sleep filled nights, are assured those wise investors who purchase sites and build in this exclusive, elegant development.

Adrienne Court, Mollere Realty Company's latest development facing Central Avenue between Mollere Park Drive and Grosvenor Place, will be of specific interest to retirees as it contains only twelve building sites each 70' by 100', assuring privacy and quiet. Modern homes containing latest conveniences will be offered at reasonable prices. Construction is underway and some homes will be ready for occupancy shortly. This new development contains well drained, high land within walking distance of the beach, and within close proximity to shopping facilities, schools and churches.

In addition to Mollere Park Drive, and Adrienne Court, Mollere Realty Company, established for better than a quarter century, is in a position to offer all types of real estate that may be desired for residential or commercial living, on the Mississippi Gulf Coast.

Pier for use of residents of Mollere Park Drive.

South end of Mollere Park Drive in Waveland.



Looking north on Mollere Park Drive.

A typical park-like building lot.

THE IMPORTANCE OF SOUND BANKING SERVICE

Sound banking is indeed the firm foundation of financial success for it is not just the accumulation or saving of money, but the wise use of all the facilities your bank has at your disposal. Interest bearing savings, checking accounts for convenience and safety, easy bank loans, Christmas and vacation savings to make dreams come true, safe deposit for protection of valuables, assured transfer of funds through bank money orders, drafts, travelers checks, and collection service. Make use of these facilities—First National has the best interest of their customers ever foremost in all transactions. Learn to depend on us—our aim is an ever better future for our community and its people.

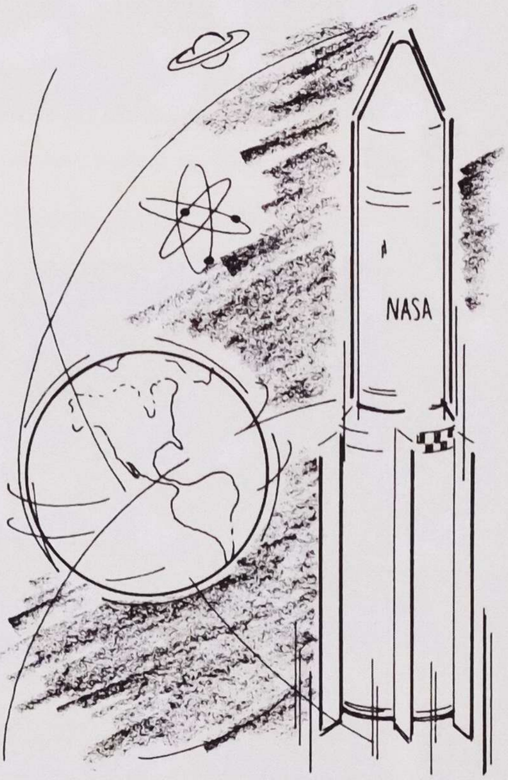
FNB
FIRST NATIONAL BANK

FIRST NATIONAL BANK of PICAYUNE

Member Federal Deposit Insurance Corporation • Federal Reserve System

The Oldest National Bank between Hattiesburg and New Orleans

PICAYUNE and Space Age Progress



located 38 miles from the Michoud Saturn Booster Plant

The proximity of this new Saturn Booster plant will effect tremendous changes over a vast radius circling this important center of space age development.
Picayune, Miss., the nearest industry-ready city north or east of this vital new neighbor, will, in the natural sequence of events, be a logical location for resulting satellite industry and resident increase.
Come now to Picayune, where sites are available for industry and residents—where a planned industrial park is ready for occupants and every advantage for the best in living for you and your family awaits.

Write for information about
a fast growing INDUSTRIAL CITY

PICAYUNE

PICAYUNE CHAMBER OF COMMERCE

PEARL RIVER county •

by Caroline Kiefer

SIZE: 810 square miles.

AREA: 530,000 acres.

POPULATION: 22,411.

CLIMATE: July averages 81.3 degrees, January averages 53.9 degrees. Annual rainfall, 62.5 inches. Approx. no. of frost free days 265.

HIGHWAYS: U. S. 11, State 26, 13, 43, 53.

TRANSPORTATION: Southern Railway System (New Orleans & Northeastern). Pearl River Valley Railroad. Bus—Greyhound Bus Lines. Airline—Landing Strip in Picayune—Plans being made for strip in Poplarville. Water—Pearl River (Deep Water.)

COMMUNICATIONS: Newspapers, The Picayune Item (weekly), The Weekly Democrat (Poplarville). Daily papers from nearby large cities. Television received from New Orleans, Hattiesburg, Mobile, Baton Rouge, La. Radio—W.R.J.W., Picayune. Southern Bell Telephone.

GOVERNMENT: Elected board of supervisors, one representing each of five beats.

ASSESSED VALUATION: $13,950,279; 11% of real value. Bonded Debt, $600,000.

SCHOOL SYSTEMS: Number of plants (white) 13; student enrollment 4625; number of plants (Negro) 5, enrollment 1556, also Pearl River Junior College (Poplarville) enrollment approx. 600.

MEDICAL FACILITIES: Modern, new hospital Poplarville, modern, new 100 bed hospital, Picayune.

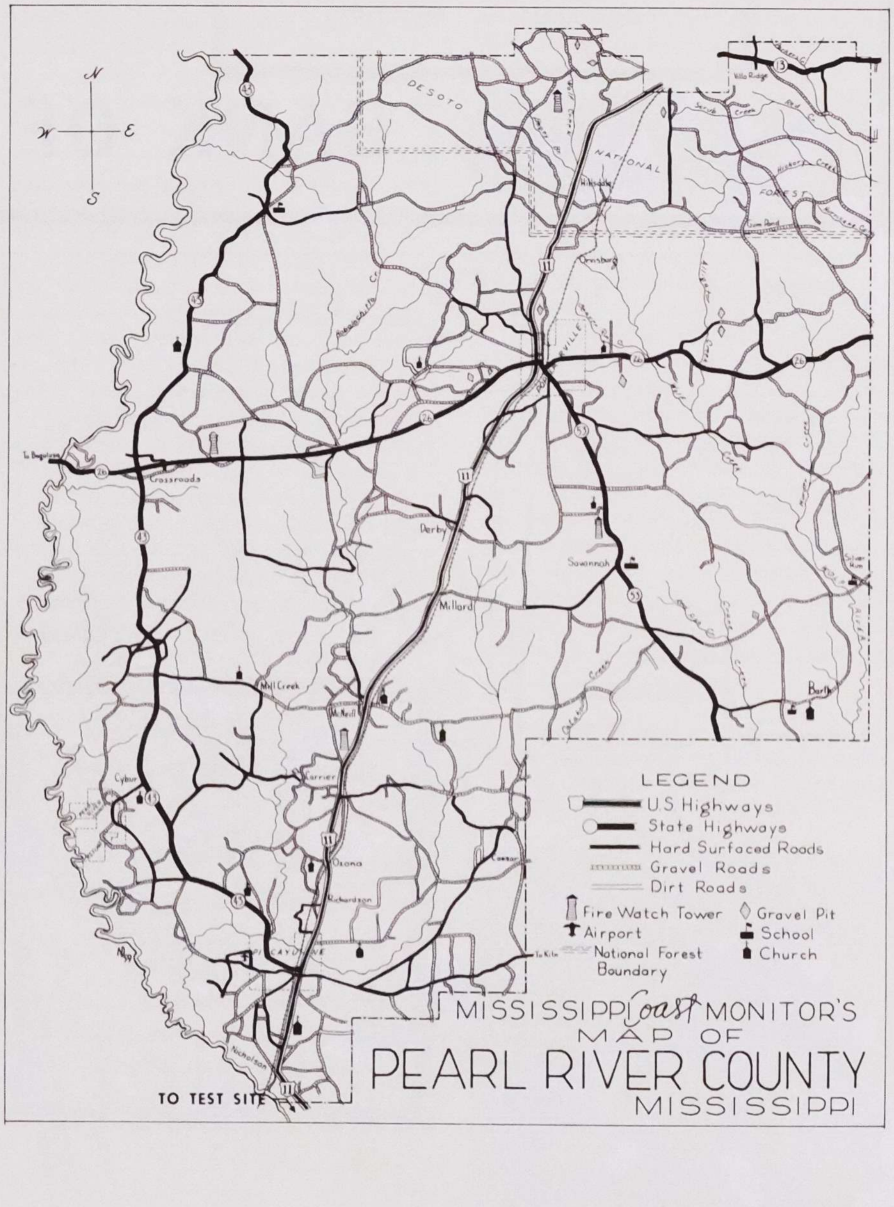
RECREATIONAL FACILITIES: Y. M. C. A., Picayune; Community Center, Poplarville.

INDUSTRIES: Garment Manufacturing, Veneer Plants, Paints and Varnish, Implement Manufacturing, Timber and Forest Products, Tung Industries, Chemical Plants, Furniture Manufacturing, Tung Nut Crushing Plants, Creosote Plants, Box Manufacturing, Scientific Research.

NATURAL RESOURCES: Timber, oil, gas, forest products, gravel, water.

COUNTY PLANNING: County Engineer.

Tracery of light and shadow play through Spanish Moss on the columns of the Hermitage, ante-bellum home at Picayune.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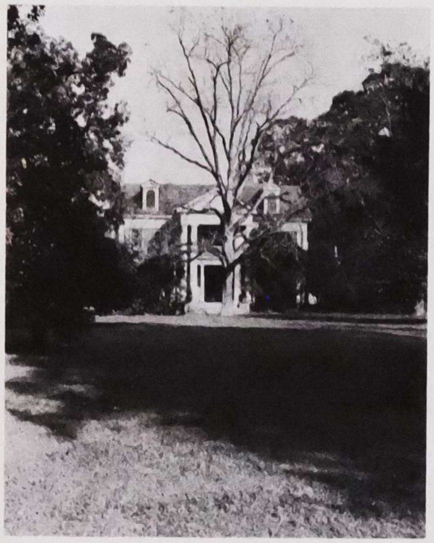
Crossroads
Derby
Savannah
Millard
Mill Creek
McNeill
Carriere
Ozona
Richardson
Cybur
Barth
TO TEST SITE
LEGEND
U.S Highways
State Highways
Hard Surfaced Roads
Gravel Roads
Dirt Roads
Fire Watch Tower
Gravel Pit
Airport
School
National Forest Boundary
Church
MISSISSIPPI Coast MONITOR'S
MAP OF
PEARL RIVER COUNTY
MISSISSIPPI



W. A. Alexander estate southeast of Poplarville.

CITY HALL • PICAYUNE

WE'RE PROUD

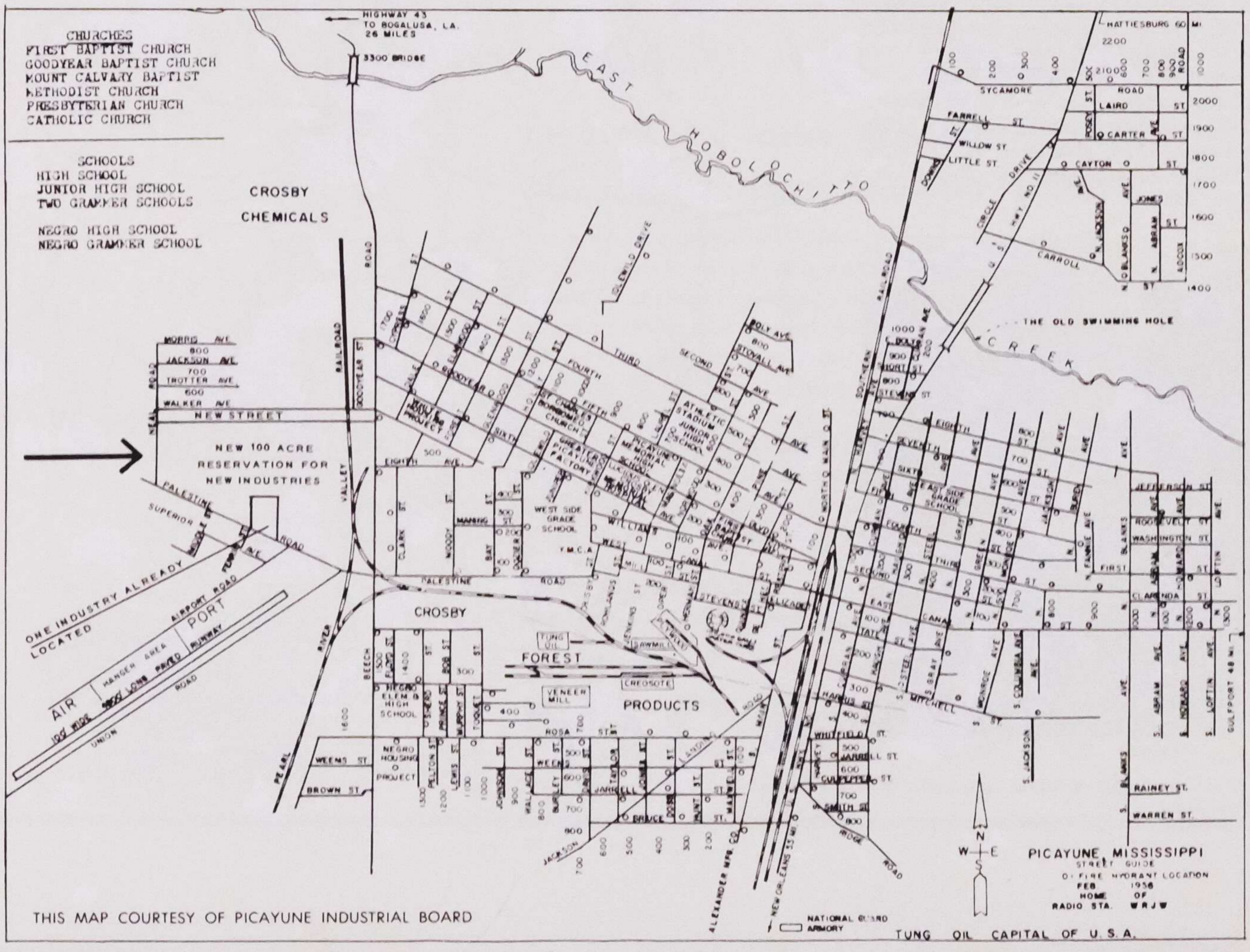
of the awareness
of the PEOPLE of PICAYUNE

Aware of the relation of culture to the proper advancement of any community, they will soon enjoy a fine new library and cultural center. Aware of the trend of industry to move south, they have established one of the area's finest, most ideal industrial parks. The results of awareness of their part in the progress of their city is evident on every hand—homes, churches, schools, business establishments, recreation centers. For this—with great pride—we salute the citizens of Picayune.

Serving citizens of the area since 1904 . . .

BANK OF PICAYUNE

COMPLETE BANKING SERVICE • MEMBER F.D.I.C.


CHURCHES
FIRST BAPTIST CHURCH
GOODYEAR BAPTIST CHURCH
MOUNT CALVARY BAPTIST
METHODIST CHURCH
PRESBYTERIAN CHURCH
CATHOLIC CHURCH
SCHOOLS
HIGH SCHOOL
JUNIOR HIGH SCHOOL
TWO GRAMMER SCHOOLS
NEGRO HIGH SCHOOL
NEGRO GRAMMER SCHOOL
HIGHWAY 43 TO BOGALUSA, LA. 26 MILES
3300 BRIDGE
EAST HOBOLOCHITTO
CREEK
THE OLD SWIMMING HOLE
CROSBY CHEMICALS
NEW STREET
NEW 100 ACRE RESERVATION FOR NEW INDUSTRIES
ONE INDUSTRY ALREADY LOCATED
AIRPORT ROAD
AIR PORT
HANGER AREA
RUNWAY
100 WIDE 4000 LONG PAVED
UNION ROAD
CROSBY
FOREST PRODUCTS
TUNG OIL
SAWMILL
CREOSOTE
VENEER MILL
NEGRO ELEM & HIGH SCHOOL
NEGRO HOUSING PROJECT
WEST SIDE GRADE SCHOOL
EAST SIDE GRADE SCHOOL
Y.M.C.A.
ATHLETIC STADIUM
JUNIOR HIGH SCHOOL
PICAYUNE MEMORIAL SCHOOL
PALESTINE ROAD
PEARL RIVER
VALLEY ROAD
RAILROAD
SOUTHERN RAILROAD
HATTIESBURG 60 MI
GULFPORT 48 MI
NEW ORLEANS 55 MI
ALEXANDER MFG. CO.
NATIONAL GUARD ARMORY
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W E
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PICAYUNE, MISSISSIPPI
STREET GUIDE
O: FIRE HYDRANT LOCATION
FEB 1956
HOME OF
RADIO STA. WRJW
TUNG OIL CAPITAL OF U.S.A.

THIS MAP COURTESY OF PICAYUNE INDUSTRIAL BOARD

PICAYUNE ●

POPULATION: 7,805 according to 1960 census.

LOCATION: Approximately 56 miles northeast of New Orleans and 62 miles south of Hattiesburg.

CLIMATE: July average 81.3 degrees, January average 53.9 degrees, Annual rainfall 61.5 Inches.

HIGHWAYS: TRANSPORTATION: UTILITIES: COMMUNICATIONS: (see county).

LOCAL NEWSPAPERS: The Picayune Item (a weekly publication).

GOVERNMENT: Council-Manager Mayor—Four Councilmen.

TAX STRUCTURE: Millage including Municipal Separate Schools District Tax, 46 mills City, 29 mills Sep. School. Homestead Exemptions, 15 mills. Assessed valuation: $10,168,012, 25% of real value. Bonded debt: $575,000.00.

SCHOOLS: 3 Negro—7 white. Total white enrollment 2297. Total Negro enrollment 1263. New High School Auditorium, seating capacity 1,200—stage capacity 100. Private: White, 1 kindergarten. Enrollment 30.

MEDICAL FACILITIES: Lucius Olen Crosby Memorial Hospital—100 beds—City and county maintained, Associated Medical Center, Massey Clinic, Berry Clinic (under construction), Pearl River County Health Dept.

CHURCHES:

WHITE: First Baptist Church, Roseland Park Baptist Church, Goodyear Baptist Church, Mt. Calvary Baptist Church, First Methodist Church, Lutheran (St. Paul's), Catholic Diocese of Natchez, First Presbyterian Church, Christian Scientist, Church of God, Church of God of Prophesy.

COLORED: St. Matthew Baptist Church, 1st Independent All National Gospel Holy Church of God, Weems Methodist Church, Emanuel Baptist Church, Colored Church, Pleasant Valley Baptist Church, St. James Methodist Church, Pilgrim Baptist Church.

RECREATIONAL FACILITIES: City park and playground owned by city and operated by YMCA—Year round recreational program with full time supervision—Picayune Memorial Stadium, seating capacity of 5,000—Negro athletic grounds—Nine hole golf course, Millbrook Golf & Country Club.

CIVIC ORGANIZATIONS: Rotary Club, Lions Club, Masons, Shrine Club, Chamber of Commerce, VFW, American Legion, Kiwanis, Civic Womans Club, Garden Clubs, Jaycees.

INDUSTRIES: Alexander Manufacturing Company, Bonnie Francis, Country Girl Dairy Products, Crosby Chemicals, Inc., Crosby Forest Products, Gulf Laminates, Inc., Pearl Veneer Company, St. Regis Paper Company, Rittiner Engineering, Stewart Dura-Van Company, Stewart Machine Engine Company.

CITY PLANNER: Dan S. Martin and Associates, New Orleans, La.

An active Chamber of Commerce, good City Administration, and an alert Industrial Board form a triumvirate to which credit must be accorded for the forward strides made by Picayune during the past decade. These three groups working in harmony are responsible for keeping the city abreast of the times so that many plums of business and industry have moved into the community.

Not only has the city more than doubled its population during the past ten years, but it has improved its appearance with broad paved streets, handsome new residential areas, modern schools and churches, outstanding public buildings, and an industrial park complete with conveniences including a short line freight railroad offering sidings for industry.

Picayune caters to its youth, believing that educating and preparing today's children will pay dividends in tomorrow's citizens. Schools are excellent with advanced programs in several fields which are not incorporated into most public school systems. Advanced science classes, with stress laid on developing future scientists, are available to interested students, and this year marked the third in which an annual science fair was held. Another field of endeavor being fostered in public school work is in the new art department of Picayune Memorial High School, with a showing of student work held for the first time this year.

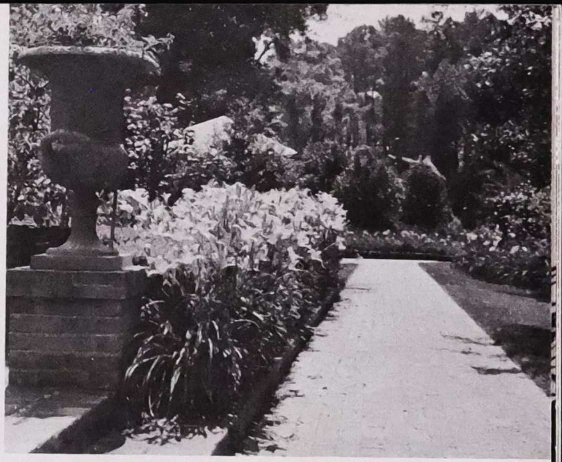
Among impressive construction completed this year is the new auditorium with a seating capacity of 1200, and containing administrative offices and classrooms.

AUTOMOTIVE PARTS
MACHINE SHOP SERVICE

TOURNÉ

PICAYUNE, MISS.
P. O. BOX 355

TELEPHONE
DAY . . . SY 8-4741 • 8-4742
NIGHT . . . SY 8-3271



Picayune, aptly called the garden of America, enjoys year round blooms of native and cultured plants, and homes both large and small are surrounded by gardens of breathtaking beauty.

Picayune added another leaf to its laurel crown when its Lucius O. Crosby Memorial Hospital was awarded the Hospital of the Year Plaque by the Mississippi Hospital Association.

Improved services are underway at the airport, with installation of two-way radio contact and a 2500 foot cross wind runway. Planning for further improvements will soon result in other improved facilities.

Situated in an enviable position in relation to the Michoud Saturn Engine site located in New Orleans East, and to the rocket booster test site of Hancock County, Picayune is anticipating an influx of related industries and new residents.

Picayune is a city with a future. It is a prosperous city whose banks and homesteads cooperate with its citizens by rendering financial assistance to assure the steady development of the community and maintain the high status of its economy.

Residents of Picayune have just reasons to assert pride in their city, for in short years they have elevated it from an obscure country town to a busy thriving city, girded to meet the rapid growth it anticipates must come its way.

Pearl River Valley Railroad, a locally owned line offering sidings for industry, connects Picayune's Industrial Park with the Southern Railroad.

PEARL RIVER VALLEY RAILROAD
101

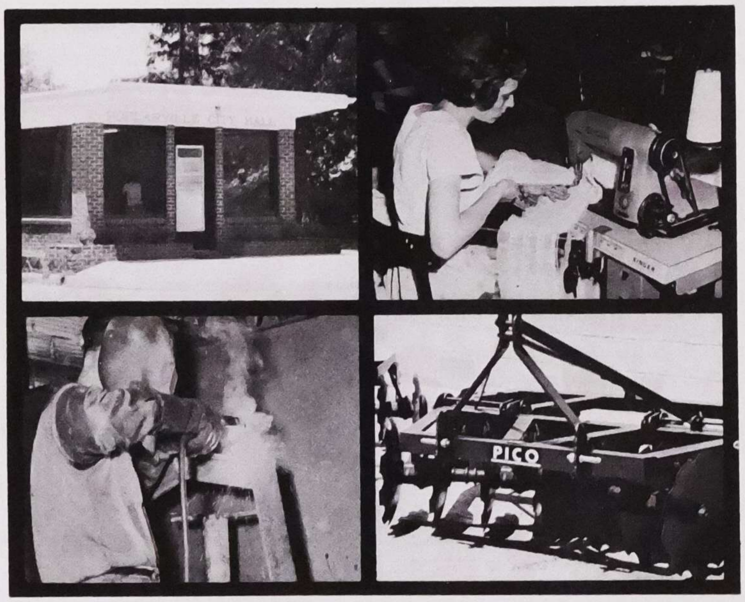
TUNG OIL and scientific research

are an unbeatable team constantly gaining new recognition for this amazing oil with its remarkable qualities. Southern Mississippi, now the world center of the tung industry, first ventured into this important phase of its agricultural economy in 1932 and today produces over $5,000,000 worth of tung oil annually. Used in the manufacture of many products because of its fast drying properties, tung oil is an essential ingredient in the manufacture of paint, varnish, lacquer, waterproofing compounds, containers, synthetic fabrics and plastics.

National Tung Oil Marketing Cooperative Inc.
and American Tung Oil Association

HEADQUARTERS—POPLARVILLE, MISSISSIPPI

INDUSTRY IS WELL PLEASED WITH POPLARVILLE



Industries located in our city just naturally seem to flourish. From garment manufacture to farm equipment—somehow the situation just seems destined for success of operation. Our best evidence is the continued expansion of these industries. Year by year, production increases—more labor is employed—more income realized. Why not make your next move to Poplarville—a success story in southern Mississippi!

Located in Industrial South Mississippi

POPLARVILLE ●

POPULATION: 2132.

LOCATION: On Southern Railroad, 80 miles north of New Orleans, La., 40 miles south of Hattiesburg, intersected by Highways 26, 11, 53.

CLIMATE, TRANSPORTATION, UTILITIES, COMMUNICATIONS: (See County).

GOVERNMENT STRUCTURE: Mayor and Board of Aldermen, Code Charter, officials elected at four year intervals.

TAX STRUCTURE: 78 mills including Municipal and Separate School District Levies.

Assessed valuation: $1,236,428.00, approx. 10% to 15% of real value.

Bonded debt: $458,000.00 Revenue Bonds on Sewerage System, no Property Bonds.

PUBLIC SCHOOLS: (White), 2 plants; students enrolled, 1,425. (Negro), 1 plant, students enrolled, 375.

PEARL RIVER JUNIOR COLLEGE: Two years senior high school, two years junior college, approx. 600 students enrolled (white).

LOCAL NEWSPAPER: The Weekly Democrat.

MEDICAL FACILITIES: County Hospital (30 beds); 2 Medical Clinics; 3 Medical Doctors; 3 Dentists.

CHURCHES: (White), Methodist, Baptist, Presbyterian. (Negro), Baptist, Methodist.

RECREATIONAL FACILITIES: Recreation Center with swimming pool, baseball diamond, tennis court, community hall.

CIVIC ORGANIZATIONS: Rotary Club, Kiwanis, Senior Chamber of Commerce, Jaycees, 4-H Club, 4 Garden Clubs.

INDUSTRIES: Movie Star, Inc., Poplarville Implement Co., Wesley and Sons Fertilizer Plant.

CITY PLANNER: Poplarville is currently entering into a city planning program.

With Pine proclaimed monarch of Mississippi providing its greatest source of income, Tung could well be a Crown Prince reigning over the Principality of Pearl River County, with Poplarville the heart of this important economy. About twenty-five years ago tung was imported from China into the Americas where it was planted in many parts of this country and in South America. It acclimated more readily and produced better in Pearl River County than in other areas where experimental planting was done. For centuries before it was grown in America, the Chinese had found hundreds of diversified uses for the oils contained in the tung nut, and in this country continuing scientific research is developing many additional values for the oils derived from this amazing product. The 1961 yield of this area was the greatest in many years, and since China has ceased to export tung oils the bulk of the world supply stems from Pearl River County. The American Tung Association, governing organization for the entire industry, is headquartered in Poplarville adding an international flavor to the activities of the town.

The spotlight of the nation was focused several times this year on Poplarville. In its beam Miss JoAnn Watts received the crown proclaiming her Mississippi's Miss Hospitality. During 1962 the Poplarville beauty, selected from among a bevy of the state's most gracious daughters, will visit throughout the nation extending invitation to her own Magnolia State.

A second young lady to bring honor to her city this year is Miss Mary Longino, senior Pearl River College high school student, who reigned as State Farm Bureau Queen. This distinction culminated a series of achievements in school, civic, and church activities, and being named best Girl Executive in 1961 over competition from five states in Y-Teens.

In late fall the beam was still spotted on the youth of Poplarville when the world of sports placed the Pearl River Junior College football team in the number one position among junior college teams of the nation.

The country will soon be hearing more of Poplarville through W. A. Alexander, cattle baron, oil, and business executive of Pearl River County. During November, Alexander purchased the "Dream House" built by the late Senator Theodore G. Bilbo. Mr. Alexander, Mississippi's largest cattleman, owning extensive ranches and herds in New Mexico, west Texas, and Mississippi, has begun work to restore the famed estate to its pristine grandeur. When the late Senator was one of Washington's most powerful solons, his "Dream House," surrounded by six additional dwellings for guests, located on a 1,570 acre tract of land, was visited by many of the nation's prominent and influential leaders. The four-storied colonial manor house, adjacent buildings, and landscaped gardens will loom again as one of the show places of the deep south. The estate lies southeast of Poplarville on Highway 53.

Poplarville's own JoAnn Watts, Mississippi's Miss Hospitality of 1962.

Mary Longino of Poplarville, State Farm Queen.

Voted the nation's No. 1 Junior College Football Team and Mississippi State Champions, these young athletes brought honors to Pearl River Junior College, located at Poplarville.

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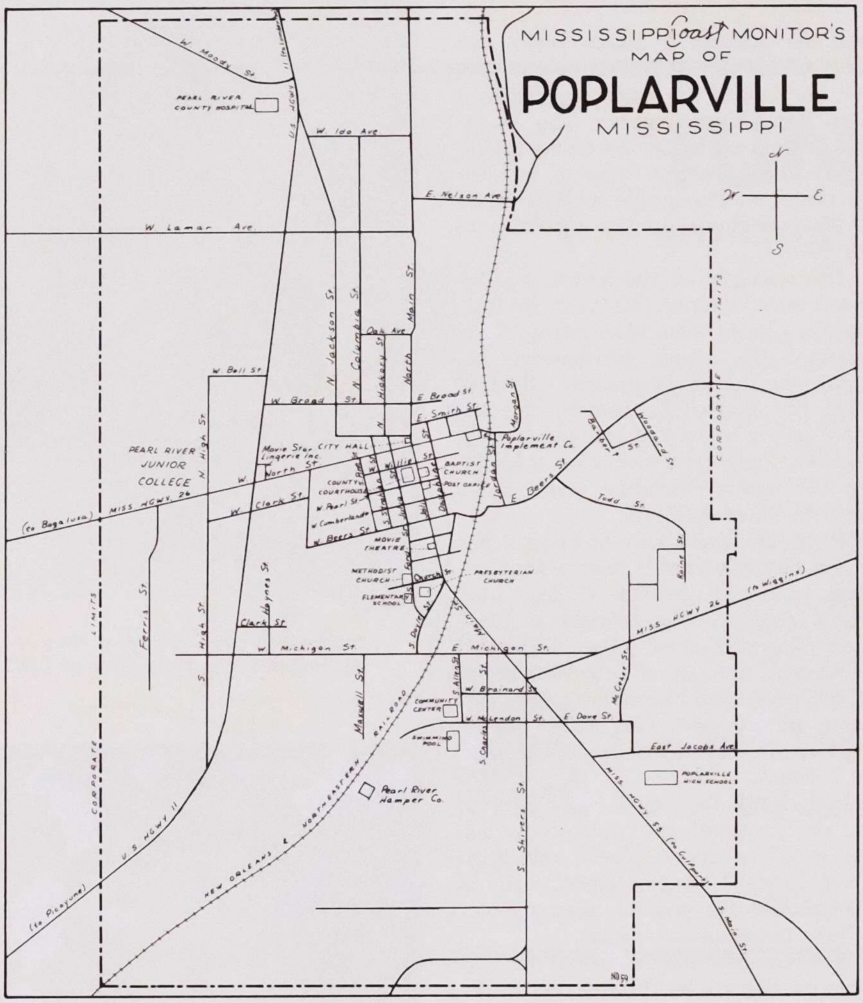
25 10 63 51 26 50 60 64 23 21 65


MISSISSIPPI Coast MONITOR'S
MAP OF
POPLARVILLE
MISSISSIPPI
N
W
E
S
W. Moody St
U.S. HGWY 11 (to Lumberton)
PEARL RIVER COUNTY HOSPITAL
W. Ida Ave
E. Nelson Ave
W. Lamar Ave
N. Jackson St
N. Columbia St
Oak Ave
N. Hickory St
North Main St
W. Bell St
W. Broad St
E. Broad St
E. Smith St
Morgan St
Poplarville Implement Co.
Barbert St
Woodard St
CORPORATE LIMITS
PEARL RIVER JUNIOR COLLEGE
N High St
Movie Star Lingerie Inc.
CITY HALL
W. North St
BAPTIST CHURCH
POST OFFICE
COUNTY COURTHOUSE
W. Pearl St
W. Cumberland
W. Beers St
W. Clark St
MISS HGWY 26
(to Bogalusa)
Jordan St
E Beers St
Todd St
MOVIE THEATRE
METHODIST CHURCH
PRESBYTERIAN CHURCH
ELEMENTARY SCHOOL
Raine St
MISS. HGWY 26 (to Wiggins)
Ferris St
Haynes St
Clark St
S High St
W. Michigan St
E. Michigan St
S Doyle St
Maxwell St
RAILROAD
S Allen St
W Brainard St
COMMUNITY CENTER
W McLendon St
E Dove St
McGehee St
SWIMMING POOL
S Charles St
East Jacobs Ave
POPLARVILLE HIGH SCHOOL
Pearl River Hamper Co.
S. Shivers St
MISS HGWY 53 (to Gulfport)
S. Main St
U S HGWY 11
(to Picayune)
NEW ORLEANS & NORTHEASTERN
NO 59

Poplarville takes pride in its superior school system, and several ultra-modern plants contain the latest facilities. Pearl River Junior College, facing Highway 26, has fine buildings, excellent faculty, library, athletic facilities, and scenic campus. It offers senior high school and junior college to students from Pearl River, Hancock, Lamar, Marion, and Jeff Davis Counties.

The town is the seat of county government and the imposing courthouse building, centered on a square block of landscaped ground, lends dignity to the main thoroughfare.

Not only does Poplarville provide a wholesome atmosphere for rearing and educating families, but is led by successful businessmen who have given heed to stabilizing its economy thus assuring continued prosperity. Several national companies and a number of local industries have found the location compatible for top production, and the Bank of Commerce offers courteous financial assistance.

Poplarville, like all cities of south Mississippi, has much to offer as evidenced by the rapid industrial and business investments in the area, and there is room to grow in and with this far-sighted small city.

STONE COUNTY ●

AREA: 286,700 Acres.

POPULATION: 6,948.

CLIMATE: Temperate year round January averages 53 degrees, July averages 81 degrees. Annual average rainfall 56 inches. 8 frost free months average.

HIGHWAYS: U. S. 49, State 26, State 29 under construction.

TRANSPORTATION: Illinois Central R. R., Southern Trailway Buslines.

COMMUNICATIONS: Stone County Enterprise Newspaper, Southern Bell Telephone System.

GOVERNMENT STRUCTURE: Board of Supervisors elected at four year intervals, one member for each of 5 beats.

TAX STRUCTURE: Assessed Valuation; approx. $4,400,000.00 approx. 25% of real value, homestead exemptions $1,055,328.00.
Bonded debt, approx. $189,000.00.

SCHOOL SYSTEM: Perkinston Junior College (white), approx. 820 students. Public Schools (white), 3 plants; students enrolled, 1350. Public Schools (Negro), 1 plant; 560 students enrolled.

MEDICAL FACILITIES: Stone County Health Center; 2 doctor's clinics. Stone County Hospital.

RECREATIONAL FACILITIES: Hunting, fresh water fishing, gymnasium facilities, athletic facilities at Perkinston Junior College.

UTILITIES: Rural Electricity, Pearl River Valley Electric Assn.; Urban and Industrial Electricity, Mississippi Power Co.; Natural Gas, United Gas Corporation.

INDUSTRIES: Brown-Miller Pickle Co., Wiggins Sawmill, Miller Lumber Co., Wiggins Veneer Co., Southern Paper Co., (under construction); Missisippi District Forestry Office, U. S. National Forestry Office, Wood Treating Plants, Piling Plants, Garment Plant, Ole Diz Industries (Dizzy Dean Products), Naval Stores.

NATURAL RESOURCES: Forest, abundant water, good soil for farming.

COUNTY PLANNERS: Stone County Industrial Board.

SINCE 1914
COMPLETE BANKING SERVICE
FOR THE PEOPLE OF POPLARVILLE AND
PEARL RIVER COUNTY
BANK OF COMMERCE
MEMBER F.D.I.C.
POPLARVILLE, MISS.
DIAL SW 5-4533

BANK OF COMMERCE

GEORGE county •

by Caroline Kiefer

AREA: 480 Sq. Miles.

POPULATION: Approx. 12,000.

CLIMATE: Temperate, sunny, winters moderate, average temp. annual 74 degrees, approx. 264 frost free days annually.

HIGHWAYS: U. S. 98, State 26, 63. Other county connecting roads.

TRANSPORTATION: Rail—G. M. & O. R. R. and Mississippi Export R. R. Co. Bus, Gulf Transport Co., West Bros. & Gordon Transport for freight service. Nearest Airline, Mobile Airport. Water, Pascagoula and Escatawpa Rivers, creeks, rural residents have individual wells giving plentiful supply of pure water.

COMMUNICATIONS: Newspapers, George County Times. Daily deliveries of Mobile, New Orleans, Jackson and Hattiesburg papers. Television, good receptions from Mobile, Pensacola, and Hattiesburg. Radio—W. H. H. T. broadcasts daily 1000 watts on 1440 K. C. Telephone, Southern Bell. Telegraph, Western Union.

GOVERNMENT: Elected Board of Supervisors, one representing each of 5 beats.

TAX STRUCTURE: Rates vary in each beat, averages 50 mills on assessments of 20%. Assessed valuation $7,000,000.00, 20% of real value. Homestead exemptions, 2200.

SCHOOL SYSTEM: Plants (white) 6, student enrollment 2668. Plants (Negro) 1, student enrollment 425. 41 school buses operate daily, capacity 40 students each.

MEDICAL FACILITIES: George County Hospital, 44 beds, air conditioned.

RECREATIONAL FACILITIES: Excellent hunting and fishing. Golfing available at Mobile or Pascagoula, approx. 1 hr. drive to each location.

INDUSTRIES: Garment, Pulpwood Yards, Feed Mill, Sawmills, Veneer Mills, Plug Mill, Farming, Cattle Raising.

NATURAL RESOURCES: Timber, Rivers (two), good farming soil, Pottery Clay, Sand and Gravel Beds.

Spearheaded by the George County Industrial Board citizens are working with vigor in readying their county to meet the increased demands of a rapidly expanding area.

The momentum with which industry is moving into the Mississippi Coast bears an impact which will be reflected by the growth of all areas, and George County will reap its share of benefits which accompany industrial installations.

The strategic position which the county enjoys will be a factor in future developments. Good roads leading to the nearby Bayou Casotte, Pascagoula, and Moss Point industrial centers of Jackson County, will induce many people to reside in the elevated rolling hill country of George County, with commuting to work no problem. Lucedale is just 35 miles from Mobile, Ala., and there is considerable contact established between the trade areas of the two cities.

In addition to its industrial potential, George County possesses many assets. Good incomes are realized from agricultural, timber, and cattle interests. One of the largest ranches in the state, stocked with the fine Santa Gertrudes breed, lies between Agricola and Lucedale. The year round green pasture lands of the county are ideal for breeding cattle, and the stockyards located in Lucedale are among the busiest in the state.

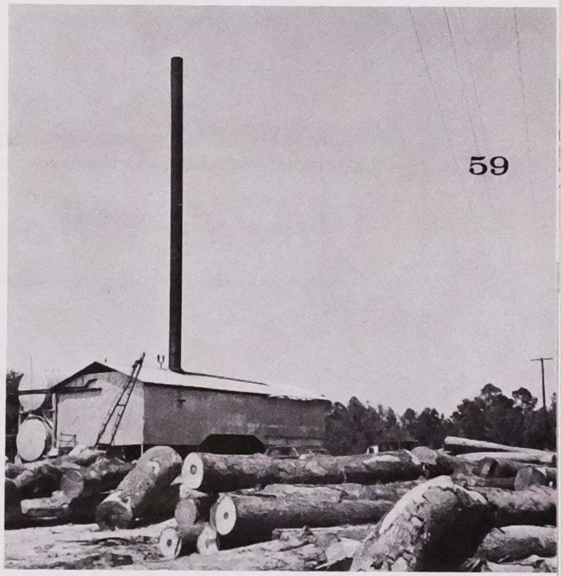
George County is second only to Pearl River County in the production of tung, and many thousands of acres are planted in tung trees whose nuts produce an oil which has hundreds of diversified uses. Pecan orchards are seen in abundance, and this nut provides an added source of income for many growers.

For persons who enjoy outdoor pleasures the county has numerous streams where fresh water fishing always provides good catches, and hunting preserves contain an abundance of wild game.

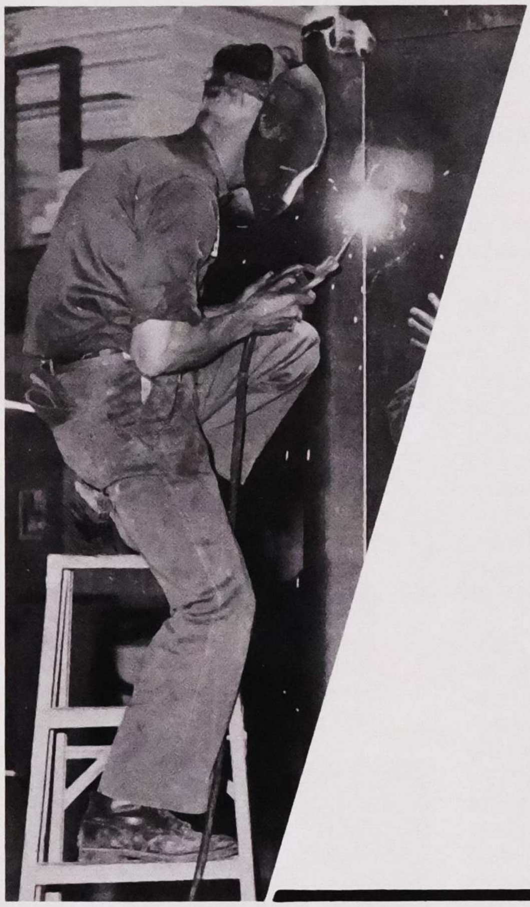
Until recently southeast Mississippi was not considered vital in the growth of the nation, yet in the short span of a few years the area is looming on the national horizon as the last frontier for industry. The entire area contains unlimited natural resources which have not been tapped. Its people are adaptable to training in specific fields, and the year round mild climate cuts construction costs, and eliminates loss of working days. Along with other coastal counties, George County is putting its shoulder to the wheel knowing that united efforts eventually hit pay dirt, and that energy expended at this time will pay off in handsome dividends in the near future. With opportunity knocking so loudly at its doors, prosperity is assured this part of the country.

George County Courthouse at Lucedale.

Giant logs from the forests of George County await use at Lucedale Veneer Mills. This important industry supplies quality graded veneers to manufacturers throughout the U.S. and Canada.



Corn is one of the principal row crops of George County.



GEORGE COUNTY

is on the way up the industrial ladder

There's no mistaking the big boom that's on in Coastal Mississippi. In our immediate area a giant refinery, shipyards building atomic subs, manufacturing plants and large chemical companies mark the way. Allied industries are coming in fast. If you're headed this way, you will want to check George County—then you'll stay. Nowhere are conditions more ideal for industry and its workers than RIGHT HERE. Investigate NOW—while land for future expansion is still available.

write today for further information:

GEORGE COUNTY DEVELOPMENT, INC.
LUCEDALE · MISSISSIPPI

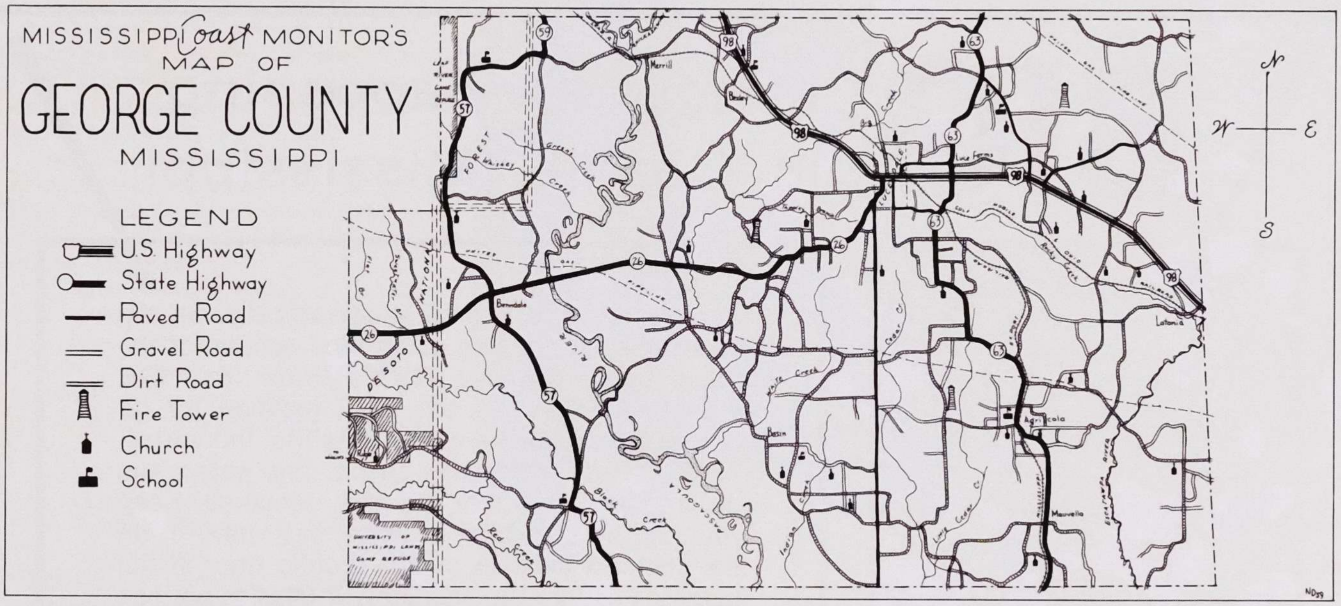
There's a feeling of SECURITY here in LUCEDALE and GEORGE COUNTY

RESIDENTS welcome the serenity of our town of Lucedale. Restful, tree-shaded streets, attractive homes, schools, churches—folks all know one another, work together for the good of the community. Job opportunities in the George County area are farm, office, industry.

INDUSTRY IS A HARD CUSTOMER TO PLEASE —but again George County and Lucedale rate high. A good willing-to-work labor pool, ideal climate, transportation facilities, gas and electric power, and perhaps most important ingredient—WATER—so necessary in quantity—is available in abundance. We are indeed proud to be a part of Lucedale and George County and are dedicated to serving its people.

THE BANK OF LUCEDALE
founded—1903

BANK
of
LUCEDALE



LUCEDALE ●

POPULATION: 1977.

LOCATION: 40 miles north of Pascagoula, 36 miles northwest from Mobile, Ala., 50 miles northwest from Biloxi.

CLIMATE: HIGHWAYS: TRANSPORTATION: UTILITIES: COMMUNICATIONS: (See county.)

WATER AND NATURAL GAS: Water, city owned. Gas, Private Utility. (City now negotiating for purchase.)

LOCAL NEWSPAPERS: George County Times (Weekly.)

TYPE OF GOVERNMENT: Aldermatic-Mayor and five Aldermen elected at large.

TAX STRUCTURE: City Levy, 15 mills; City Sales Tax, 1 cent (millage will be reduced in 1962.) City and county millage 69 mills. Homestead exemptions 19 mills to occupant home owners Assessed valuation: $4,147,830.00. Approx. 20%-25% of real value. Bonded debt: $298,000.00.

PUBLIC SCHOOL SYSTEM: (white) 1 plant. (Negro) 1 plant.

MEDICAL FACILITIES: Two doctors clinics, six medical doctors, three dentists. Hospital.

CHURCHES: (white) 10, denominations Baptist, Catholic, Methodist, Church of God, Church of Christ, Presbyterian (Negro) 2, denominations Methodist, Baptist.

RECREATIONAL FACILITIES: Luce Memorial Park, playground facilities, excellent fishing and hunting in nearby streams and reserves.

CIVIC ORGANIZATIONS: Rotary, Lions, Jaycees, Federated Woman's Clubs.

INDUSTRIES: Shirt Factory, Feed Mills, Pulp and Wood Yards, Paper Mill, Plug Manufacturing Plant, Veneer Mill.

CITY PLANNER: Robert S. Bateman Associates, Mobile, Ala.

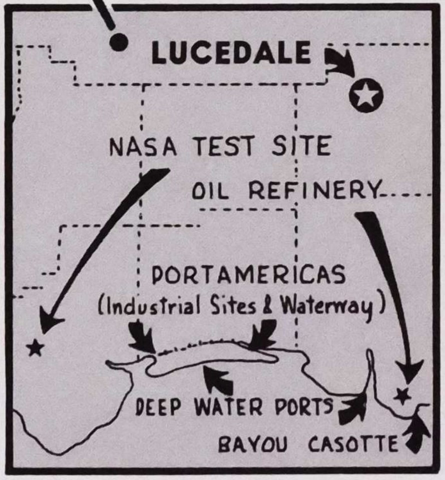
Additional Information: Water supply from 2 deep wells, Fire Dept. Volunteer, well organized includes two pumper trucks. New City Hall to be built in 1963. Radio equipped Police Dept. Airplane landing strip 8 miles from town on Highway 63 (privately owned) Mobile Airport one hour by automobile.

Watering pond at Ruri Mar Ranch in George County where herds of fine Santa Gertrudis cattle are bred.

Lucedale, seat of George County government, is an ambitious small town with a stability of its economy which places it in a position far in advance of most communities of comparable population. It also presents a paradox by possessing a mature sophistication generally associated with large cities and seldom encountered in small inland agricultural centers.

Impressions are pleasant when entering the town. It is well laid out with wide paved streets, paved and

BIG things are happening in Coastal Mississippi



and Lucedale is sitting, geographically, on top of the fastest growing, most vital section of the South today. We're a stone's throw from BIG industry—making us the ideal location for its commuting workers or its satellite industries. AND—we can offer the space, the water, the power, the labor, that industry demands. Keep your eye on Lucedale, or better yet, move in on the choicest location on the ground floor of the biggest upsurge the economy of Mississippi has yet experienced.

LUCEDALE THE NEW SOUTH'S MOST DESIRABLE LOCATION FOR **INDUSTRY**

Every Year . . . **we ship 3,000,000 BOARD FEET of quality veneers**

from the city of Lucedale
to manufacturers throughout
the United States and Canada

From the forests of Coastal Mississippi we produce graded veneers for television cabinets, furniture, flush doors, containers and shoe heels. In every grade we maintain top quality. Because of excellent transportation facilities, our shipments are always on time. If you're interested in avoiding costly delays, if you want quality veneers—write or telephone

LUCEDALE VENEER CO., INC.

Mr. Lawrence Taylor . . . President
P. O. Box 207
Phone WH 7-3026
LUCEDALE
MISSISSIPPI

curbed sidewalks, good residential sections where homes indicate above average income. In the business sector buildings are modern and attractive in design, and cleanliness prevails indicating citizen's pride in their city.

Business and professional men serve as public officials and evince the same keen interest in the successful management of their town as they devote to private enterprise.

A comprehensive survey of the city was made by Robert S. Bateman and Associates, City Planning Consultants, Mobile, Ala., and several stages of the proposals have been adopted by the city and the City Planning Commission.

Several years ago an Industrial Board was organized with members selected from leading citizens of the county. This active Board has been working diligently in providing facilities and establishing contacts with industrial ventures seeking locations where desirable conditions exist, and where natural resources facilitate production. The county, particularly in the Lucedale area can offer many advantages to certain types of industry, and the Mississippi Export Railroad, a short line freight service, offers sidings for industry. Several industries which are located in Lucedale, and others which are in close proximity to the city are operating prosperously. This year the Lucedale Veneer Company increased production by expansions in both their Lucedale and Leakesville operations.

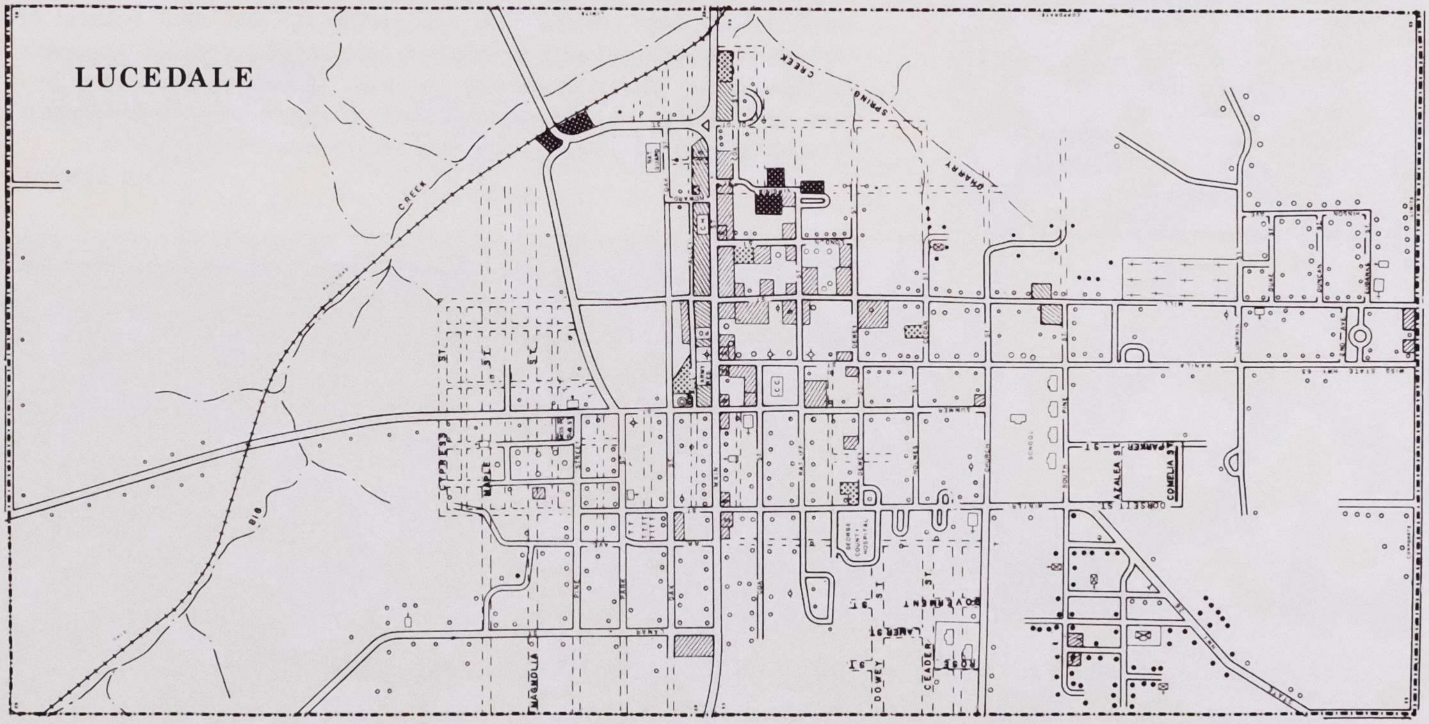
The Bank of Lucedale, which was established prior to the territory being organized as a county, the First Savings and Loan Association, and the Lucedale Investment Company are institutions whose financial services have been contributing factors in creating the firm economy and advancing the steady growth of the area.

Gracious manners are traditional with residents of Lucedale. Visitors or newcomers are welcomed with courteous dignity, and assistance, if sought, is extended willingly and politely.

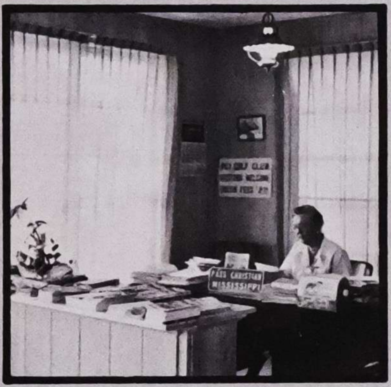
Lucedale offers opportunity for industry, it also offers opportunity for small business, and it offers a healthy atmosphere where families are reared in a home-loving community.

Ornamental ironwork lends charm to the gracious Dorsett home located in Lucedale.

Main Street of Lucedale, Miss.



meet our people . . .



Mrs. Elena Fitzpatrick, gracious manager of the Pass Christian Chamber of Commerce, is always ready with a friendly greeting, information, and a good supply of helpful printed material for visitors to her office in the new Pass Christian Chamber of Commerce Building on Highway 90.

Leo Seal, Jr., president of the Gulfport Chamber of Commerce, is one of our outstanding civic leaders in Coastal Mississippi. Mr. Seal is a vice president and director of the Hancock Bank and was elected Young Man of the Year in 1957 by the Gulfport Jaycees. He is 1962 president of the Junior Banker Section of the Mississippi Bankers Association and a director of Standard Life Insurance Co.

MEMOS and OBSERVATIONS

This presentation of the Coast Area Mississippi Monitor is on a note of high optimism. While recession was the dominant word in the nation during the first half of 1961, it seemed to touch only the briefest instant in Coastal Mississippi. The trend of the year was one of vital growth and expansion. We are experiencing a "bonanza" undreamed of in past decades. Industrialists and businessmen attribute this economic status to an outstanding and significant characteristic of our people—they continue catering to industry after the initial successful "sell". Once located, an industry or business is never neglected, but thought and consideration is constantly excercised to maintain and develop a more-than-favorable situation for each. This drive and spirit has resulted in expansions of established industries in the area totaling over $10,000,000 during 1961. ■ *This year, by unanimous vote, the people of Mississippi approved two constitutional amendments making 16th Section lands available and extending tax exemptions to industry. As a result, a $125,000,000 oil refinery was secured for Jackson County. This along with satellite industries will produce an estimated increase of three thousand new citizens and an annual payroll of over $3,500,000.* ■ *NASA's choice of a Hancock County site for testing Saturn Rocket engines is catapulting the western half of Coastal Mississippi into an era of prosperity unequalled in its history. These two installations will bring in thousands of new residents who will locate throughout the six county area. Supplying commodities and services to meet their needs will result in growth of existing business and offer sterling opportunities for new ventures.* ■ *Dredging is well underway for PORTAMERICAS—an industrial seaway connecting the Bay of St. Louis with Biloxi Bay. The project has reached the fifth phase of development and on completion will join with the Intracoastal Waterway.* ■ *It is impossible to visualize in its entirety what economic and geographic changes will have taken place by the time we next write MEMOS. With the arrival of an anticipated 10,000 people, physical changes in our landscape will surely result. New communities will spring up and road systems be revised. It is our goal and privilege to monitor this activity accurately for those who manifest interest in our area. If we are of service to you then our mission will be accomplished. Keep in touch with Coastal Mississippi—its dynamic future may secure yours.*

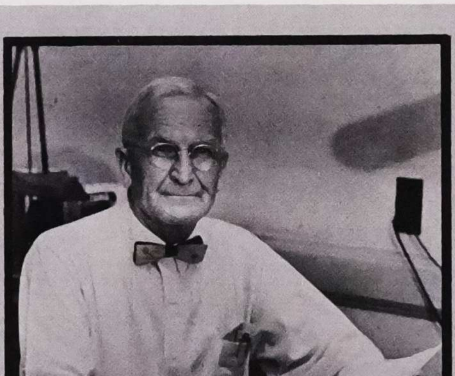
THE EDITOR

meet a newcomer . . .

Wm. D. "Bill" Bailey, manager of the Pascagoula Chamber of Commerce is a former Jackson, Miss. business man.

a special tribute . . . ➡

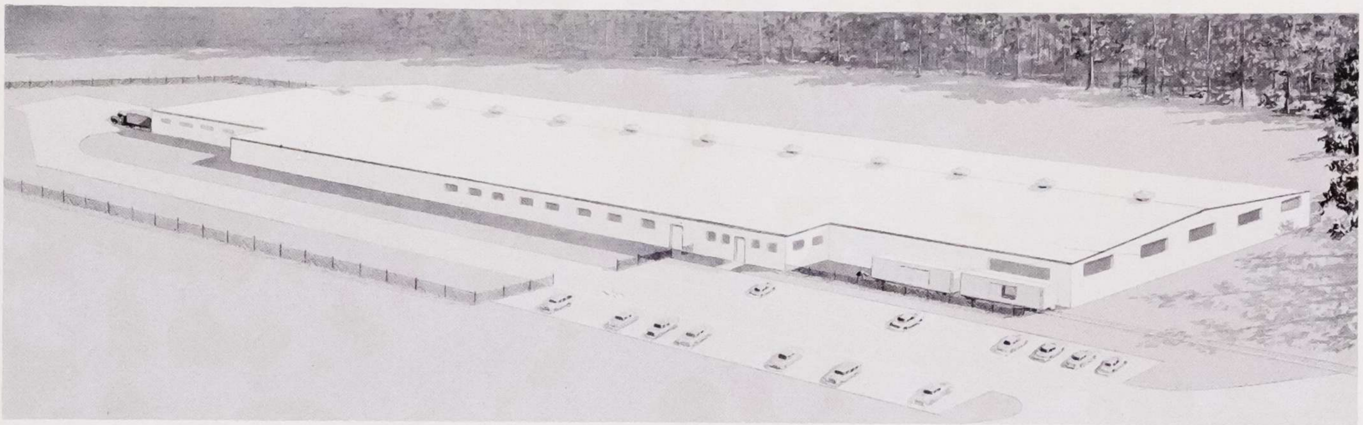
to Dr. George Potter who retired in August, 1961 after serving for 25 years as Supervisory Physiologist at the U. S. Field Laboratory for Tung investigations, Bogalusa, La. Dr. Potter's work in establishing tung as a true agricultural industry has been widely recognized. Chief among the awards during his brilliant career were the Wilder Medal for Research in Tung by the American Pomological Society in 1953 and the Man of the year in Tung Award by the American Tung Oil Asociation in 1955. Dr. Potter is also author of about sixty scientific papers concerning tung.



WHAT'S NEW IN BAY ST. LOUIS, MISS.?

THIS 56,000 SQ. FT. PLANT FOR THE ENAMELING DIVISION OF INDUSTRIAL ELECTRIC, INC.

SCHEDULED FOR OPENING FEBRUARY 1, 1962



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INC

- ★ MANUFACTURES PLASTIC ILLUMINATED SIGNS
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- ★ DESIGNS & ASSEMBLES LIGHTING & POWER DISTRIBUTING PANELS AND MOTOR CONTROL CENTERS

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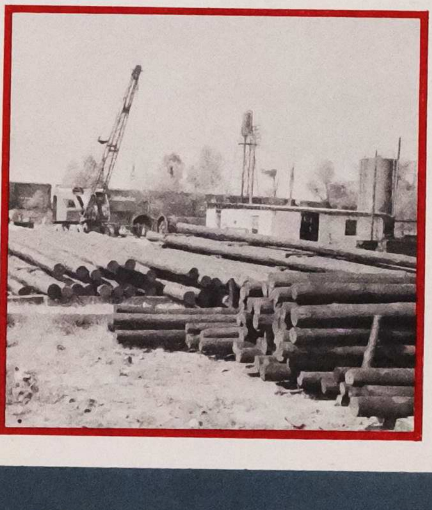
SYMBOL
for gold....

the green gold of HANCOCK COUNTY



Seemingly endless pine forests will meet your eye along every road and highway in Hancock County. This emerald landscape is OUR ''gold reserve''. Want facts and figures? Of the total acreage in our county, 80.3% is forested. Dollarwise over $2,000,000 is realized annually from the sale of pulpwood, sawlogs, fuelwood, posts, and piling. Approximately 500 people are engaged in the production of these forest products. ''Gold'' shipments depart daily by truck, flatcar, or barge. Yes, there's gold in Hancock County—green gold that covers the land!

HANCOCK COUNTY
in coastal mississippi